

AMERICAN NURSERYMAN

The National Journal Of Commercial Horticulture
Chief Exponent Of The American Nursery Trade



Circulating Throughout the United States, Canada and Abroad, Featuring Commercial Horticulture in all its Phases of Nursery Stock, Orchard, Landscape Planting, Distribution. Published Monthly by the American Fruits Publishing Company, Inc.



Vol. XXXIII

ROCHESTER, N. Y., JUNE, 1921

No. 6

Painesville Nurseries



The Storrs & Harrison Company

Established
1854

NURSERYMEN FLORISTS SEEDSMEN
PAINESVILLE, OHIO.

48 Greenhouses
1200 Acres

For Season 1921-22

ROSES and PEACHES
are
Our Leaders

A Complete Variety List
of
**Fruit Trees, Ornamental Trees,
Shrubs, Perennials,
Evergreens.**

Lowest Prices Consistent With Quality

W. & T. SMITH COMPANY

THE GENEVA NURSERY

1000 Acres GENEVA, N. Y. 74 Years

A Complete Variety OF Nursery Stock

80,000 Norway and American Elm,

fine stock in car lots or less.

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IND.

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BADGE NO. 33 wants to meet you and talk about:

ORNAMENTAL SHRUBS, which we believe to be one of the scarcest items this year. A full assortment.

BARBERRY THUNBERGII 3 yr. So scarce only sold in orders of assortment.

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AMPELOPSIS VEITCHII, heavy two year at very low prices.

MULTIFLORA JAPONICA ROSE STOCK, our own growing. Best American stock for budding.

SEEDLINGS IN BARBERRY THUNBERGII AND AMPELOPSIS VEITCHII 1 year, at about prewar prices.

ROSES, H. P. AND CLIMBING, New England Grown. None better.

In addition to the above we offer the most complete line to be found in the East.

Princeton Products

are

Ornamental

Trees, Shrubs and Evergreens of high grade for the wholesale trade

Princeton Nurseries

Princeton in New Jersey

June first

1921

The Monroe Nursery

Established 1847

Offers a fine stock of

**Cuthbert Raspberries
Spirea Van Houtte
Other Ornamental Shrubs**

Will be pleased to quote on your list of wants

I. E. ILGENFRITZ' SONS CO.

MONROE, MICH.

Manufacturers of The I. E. Ilgenfritz' Sons Co.'s Celebrated Graft and Stock Plants and Firmer

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns which Specialize in Production of Young Stock, Including That Which Has Heretofore Been Imported

The American Plant Propagators Association, Organized in 1918, Will Hold Its Third Annual Meeting in Chicago, Ill., June 22, 1921. Membership Open to All American Propagators, F. W. von Oven, Naperville, Ill., Secretary

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY. EACH BLOCK \$5.00 PER MONTH UNDER YEARLY CONTRACT, INCLUDING PUBLICATION ALSO IN THE "AMERICAN NURSERY TRADE BULLETIN"

Complete Stock of YOUNG EVERGREENS

ALSO
Trees, Shrubs and Vines
for lining out

Write for Wholesale Price List.

THE D. HILL NURSERY CO., Inc.
Evergreen Specialists, Dundee, Illinois.
Largest Growers in America. Box 402

GET NEXT ★ STAR ROSES

★ Oak Brand Shrubs

★ American Pedigree Cannas

The **CONARD** ★ **WEST GROVE,**
& JONES CO. Penna., U. S. A.

ROBERT PYLE, Pres. A. WINTZER, V-Pres

MY SPECIALTY IS Moore's Early and Concord Grape Vines

I plan to produce a superior quality during the coming year. Due announcement will be made when stock is ready.

Fifty Years a Nurseryman
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EVERGREENS

SEEDLINGS and TRANSPLANTS
FOR LINING OUT

WRITE FOR OUR PRICE LIST

THE NORTH-EASTERN FORESTRY CO.

"WE GROW OUR OWN TREES."

CHESHIRE, - - - CONN.

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FOR FALL 1921

Cuthbert, Marlboro, St. Regis, Herbert, Idaho, June, Cumberland, Gregg and Plum Farmer raspberries.

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Potentilla fruticosa, Rubus odoratus, Celastrus scandens, Ampelopsis quinquefolia and native ferns and flowers.

Send want list early.

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— Growers of —

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SHRUBS PERENNIALS, Etc.
LINING OUT STOCK

NAPERVILLE, ILL.

TELEPHONE, NAPERVILLE NO. 1.

SHRUBS - - TREES

A General Line of Ornamentals.

YOUNG STOCK—For Nursery Planting

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Grown Right—Dug Right—Packed Right

AURORA NURSERIES
AURORA, ILL.

ROSA MULTIFLORA STOCK

Grown especially for our own Budding

Having more than our own planting warranted, we are in a position to supply you with the

RIGHT STOCK.

as it should be grown to have success.
Ask for Prices.

BOBBINK & ATKINS, Rutherford, N. J.

EVERGREENS

Seedlings—Transplants—Cuttings
grown under glass

MILLIONS OF THEM

Also a list of Apple, Shade Trees, Hedgeplants, Shrubs, Vines, and Peony
Send for our latest wholesale list.

SHERMAN NURSERY CO.
Charles City, Iowa.

LINING OUT STOCK

FALL 1921
And
SPRING 1922

ONARGA NURSERY COMPANY
CULTRA BROS., Mgrs. Onarga, Illinois

Bobbink & Atkins

Complete collection of Choicest Evergreens.

Complete collection of Broad-leaved Evergreens, such as Rhododendrons, Azaleas, Hollies, etc.

Boxwood, Bay Trees, Euonymus, etc.

Hardy Herbaceous Plants.

Hybrid Tea Roses, Bush and Tree Form.

Careful Inspection Invited.

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Now Is The Time

To secure your Lining Out Stock. We have a dandy bunch of Nut Seedlings; Pecans; English, Japan and Black Walnuts; Butternuts; Shellbark, Butternut and Pignut Hickory; American Hazelnut; Oaks in Variety. Trifoliate orange, Magnolia acuminata and a nice lot of other seedlings and shrubs.

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Twice-a-month Nursery Trade Publicity

On the 1st and the 15th

AMERICAN NURSERYMAN
NURSERY TRADE BULLETIN

PEACH SEED

PROSPECTS are GLOOMY

For North Carolina PEACH PITS

For fall shipment 1921

J. Van Lindley Nursery Co.]
Pomona, N. C.

105 Years in the Nursery Business

GENERAL STOCK—Our propagation includes apple, peach, pear, plum, cherry, apricot, quince, grape vines, all small fruits, shade trees, shrubs, climbers, roses, garden roots, etc.

. . . SPECIAL . . .

A Big Stock of Quality Shrubs

Everything is grown in large quantities. Our grades are dependable and we are generally prepared to quote to nurserymen nearly everything we offer to the retail trade, and prices are always in line with those of other reputable growers.

We will be glad to have a list of your requirements for the coming season. Doubtless there are some things that you can use that we have in surplus. Can also ship from our branch plants: Marionville, Mo.; Farmington, Ark.; Danville, N. Y.; North Girard, Pa.; and Vincennes, Ind.

STARK BROS.

Nurseries and Orchards Co.,

LOUISIANA, MO.

MR. NURSERYMAN

Your trees and roses are no better than the stock you grow them on. We know we are offering the best to be had in imported Fruit and Rose stock for spring 1922 planting. Our growers are the best in France, and for December 1921 and January 1922 delivery we offer:

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Apple Seedlings, Transplanted
Apple Seedlings, Sown
Myrobolan Plum Seedlings, Transplanted
Mahaleb Cherry Seedlings, Transplanted
Quince Cuttings, Rooted
Manetti Rose Stock

Our enormous production enables us to make attractive prices. We invite correspondence and will give you the best of service. We guarantee satisfaction, and as low a freight rate as can be had from Angers, France.

C. R. BURR & COMPANY

Manchester, Conn.

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Amundson Sphagnum Moss

is our business. We supply Nurserymen and Florists all over the U. S. with dry, clean, high grade sphagnum moss, direct from the sphagnum bogs of Central Wisconsin.

We sell carlots or less, for delivery now or later, at prices which it will profit you to learn.

Write for full information and quotations.

A. J. AMUNDSON COMPANY

Box 2

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W. C. REED & SON, Prop., VINCENNES, IND.

We Are Pleased to Offer the Following for Fall 1921

Cherry One Year 11-16 Up.
Cherry One Year 9-16 to 11-16.
Cherry One Year 7-16 to 9-16.
Sweet Cherry One Year 5 to 7 feet.
Sweet Cherry One Year 4 to 5 feet.
Sweet Cherry One Year 3 to 4 feet.
Japan Plum One Year all grades on Plum and Peach Roots.
European Plum One Year on Plum Roots.

Hansen Hybrid Plum One Year on Americana Roots.
Apricots One Year all grades.
Peach One Year leading varieties.
Pear Std One and Two Year all grades mostly Keiffer & Garber.
Apple 2 Year also One Year Cut Backs leading kinds.

We have no 2 year Cherry to offer but our One Year promise to be extra fine and will certainly please your Trade.

Completely Covering The Nursery Trade

A Real Trade Journal Read From Coast
To Coast and Highly Indorsed by
Leaders Everywhere Is

The American Nurseryman
Rochester, N. Y.



BUSINESS announcements in this Chief Exponent of the American Nursery Trade reach every nurseryman cultivating ten acres or more in every State in the Union. The only publication of the kind. Loyal to the best interests of the trade and leader in movements which have characterized trade progress for a quarter of a century! Absolutely independent.

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AN EDITORIAL POLICY OF NOTE
ADVERTISEMENTS FACE READING
ALL ADVERTISEMENTS CLASSIFIED
A TRADE JOURNAL THAT IS READ
SPECIAL FEATURES IN EVERY ISSUE

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AMERICAN FRUITS PUBLISHING CO.,
Box 124, Rochester, N. Y.

AMERICAN NURSERYMAN--- JUNE, 1921

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

ADVERTISING—Advertising forms close on the 27th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earliest operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN" will be sent to any address in the United States for \$2.00 a year; to Canada or abroad for \$2.50 a year. Add ten cents unless bank draft, postal or express money order is used. Three years \$5.00, in U. S.

RALPH T. OLCOTT
Editor Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" is not the official journal of any organization. It therefore makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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The
Preferred
StockThe
Preferred
Stock

Special Notice

To Invite Your Attention to a Few Specialties, Usually Scarce But Available This Season in Larger Quantity

ARISTOLOCHIA SIPHO (Dutch Pipe)
DIELYTRA SPECTABILIS (Bleeding Heart)
STANDARD ROSES
STANDARD HYDRANGEA P. G.
OFFICINALIS PEONIES
PAUL'S SCARLET THORN

Of course we have our usual good assortment of Roses, Shrubs, Vines, Perennials, Fruit and Shade Trees, and would expect to sell scarce items in assortment with more plentiful stock.

LET US FIGURE WITH YOU

CONVENTION REPRESENTATIVES

Charles H. Perkins, 2nd
Paul V. Fortmiller

Clarence G. Perkins
Ralph E. Perkins

Jackson & Perkins Company
NEWARK, NEW YORK STATE

The
Preferred
StockThe
Preferred
Stock

WE THANK YOU

For the business you gave us this Spring. We appreciate your trade and will try and please you on stock you wish for Fall 1921.

We also want to brag a little on our lining out stock. We believe it is the best in the United States. While at the Convention run down and see for yourself. Visitors always welcome.

ONARGA NURSERY COMPANY
CULTRA BROS., Mgrs. ONARGA, ILLINOIS

RICE BROTHERS CO.
GENEVA, N. Y.

**A General Surplus on
Fruit Trees, Ornamental Trees,
Shrubs and Roses**

WRITE FOR PRICES

INTER-STATE NURSERIES

C. M. GRIFFING & CO.

420-21-22 Duval Bldg.

JACKSONVILLE, FLA.

WE ARE better prepared than ever to furnish your Rose Stocks for next season, or contract to grow Roses for you in any quantities wanted. If given an opportunity, we can without doubt save you money, if you have been buying imported stock, give you a better grade of plants, and eliminate the possible delays, disappointments and troubles always present when importing.

WE ALSO GROW A GENERAL LINE

Of Fruit and Nut Trees and Ornamental Plants for the Trade.

We are especially prepared to furnish for delivery next Fall, Winter or Spring, Japanese Plums grafted on Marianna plum stock.

We would appreciate the opportunity of quoting on any stock wanted for shipment next season.

We will be represented at the Convention by our Mr. W. D. Griffing.

Chief Exponent of the American Nursery Trade The American Nurseryman

National Journal of Commercial Horticulture

AMERICAN FRUITS PUBLISHING COMPANY, Inc.,
39 State St., ROCHESTER, N. Y.

Subscription Rates:—\$2.00 per yr.; 3 yrs. for \$5.00
Canada and abroad : 50 cents extra per year
ADVERTISING RATE, \$2.50 PER INCH

"You are issuing a splendid Journal, covering the news of the trade from coast to coast." Former President E. S. Welch, American Association of Nurserymen.

Edited by Ralph T. Olcott, founder of American Nursery Trade Journalism. "The dean of Nursery Trade Journalists, who, since June, 1893—a quarter of a century—has boosted all the time for the interests of all nurserymen."—Former President John Watson, American Association of Nurserymen.

ONE CAN only act in the light of present knowledge. Until you know of the existence of such a Nursery Trade Journal as the AMERICAN NURSERYMAN you must act with such knowledge as you have.

It is for this reason that we are glad to acquaint you with this publication. It speaks for itself; but if you would have corroborative proof, ask any prominent Nurseryman.

Calls for back numbers come in almost every mail. Many cannot be supplied, as editions have been exhausted. The only safe way is to see that your subscription is paid for in advance.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printer's Ink.

American Nurseryman

The National Journal Of Commercial Horticulture

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Vol. XXXIII

ROCHESTER N. Y. JUNE, 1921

No. 6

HERE'S THE WHOLE LAW AND GOSPEL FOR THE NURSERYMEN

Glowing Outline of a Common Ground Upon Which Every Member of the American Association Can Work with His Fellows

Just a Heart-to-Heart Talk by S. W. Crowell, of Mississippi, To His Friend, Henry B. Chase, Over in Alabama—Co-workers in Southern Association and Prominent for Many Years in the National Organization, They Have Done Signal Service For the Entire Industry, While Building Up Large Businesses in Their Individual Concerns—Conservatives and Progressives Alike Have Sought To Conserve the Public's Interests—Here's the Solution.

S. W. Crowell, Roseacres, Miss., to Henry B. Chase, Chase, Ala., April 12, 1921:

Thank you for your letter which I read with a deal of interest. I entertained the hope that the Eight Co-operators would run, at least, a small ad during the summer months whereby the buyer would be shown that we were a bunch that were ready at all times to talk business—a twelve month bunch looking ahead to the future.

It was very kind and good of you to suggest that I try to work out a slogan suitable for the Nursery interests whereby all could accept it freely and without recourse,—something like "Say It With Flowers." I should like to very much. The mind that evolved Say It With Flowers certainly found a happy moment. The gods were good to him and nothing in our language could take 'ace

But I must confess that the Nursery slogan is just as good—Trustworthy Trees and Plants. The slogans represent widely different commodities. One is made possible only by sentiment—the tie that binds, that something which is nurtured by love and whose home is the human heart. It is the homage we render to the Man of Sorrows on Easter Day,—the thought of Gethsemane and its prayers, of Calvary and its pain and anguish, the Resurrection and its hope of Immortal Life. It is the words we cannot express on Mother's Day—the swelling heart, the memory of love and gentleness and kindness, the tears that will not cease. And so the cycle of days brings us Decoration Day, and again We Say With Flowers the praise we would like to tell to those who watched the flashing guns without blinking eyes and listened to the bursting shells without quaking knees. And on and on come Thanksgiving Day and Christmas Day set apart to Say It With Flowers, and other days and moments when the heart throbs quicken with joy and pleasure, and when sorrow comes and touches us and takes hold of the things we love and leaves cheerless and alone. Life's best antidote is flowers—their message reaches the very soul of us—so we Say It With Flowers, because they represent the essence of civilization, sentiment and love—the accumulation of ten thousand years.

What of the other slogan, "Trustworthy Trees and Plants?" It means to represent and convey something gauged by dollars and cents. It is something used to make the buyer feel that his investment has the possibility of bringing returns to him commensurate with the cash he is paying out. There is no sentiment mixed up in the transaction. It is a cold driven bargain. The buyer knows he is paying 100 cents on



the dollar, because Uncle Sam says so. There is no technicality that will prevent collection, no discount, no rebate—the seller is safe. But how about the buyer. He is buying a commodity which will take from three to five or more years to tell whether his purchase was as represented. So, in making his purchase, if he finds evidence that the seller is reliable, or that the seller states his product is trustworthy, all odds being even, it is quite probable that the seller who asserts that his product is trustworthy will find a listening ear when the buyer makes his wants known.

My dictionary says that Trustworthy is an adjective, and its definition is: Worthy of confidence; reliable. Synonyms: Authentic, faithful, honest, reliable, staunch.

Now, we all know that a tree is not trustworthy in the sense the term is usually applied. It goes further back. It goes until the producer is dissected and his methods known. A Ben Davis apple is always a Ben Davis apple, but in some hands it may be a Delicious.

As I see it, the term trustworthy as applied in our slogan means that the buyer is getting what he buys and the seller is not ashamed to say so on his letter head and literature. In its broadest and sanest sense it means that the grower is honest, reliable and dependable and he calls all of his ducks just plain ducks and his spades, when in the game, spades. There is no evasion, nothing to get behind, no effort to conceal or misrepresent, no dual intent, no muddling of the issue—just a plain statement that there is skill, honest intent, integrity and service behind the output; and setting aside the errors which occur in all businesses of every nature, the goods as represented as trustworthy.

"I have before me a voluminous pile of letters from influential men, not Nurserymen . . . Without exception these men indorse the work of the Association and predict in glowing terms the future of our industry"—J. R. Mayhew.

"If we had done nothing more than to honestly adopt and honestly endeavor to live up to the ethical standards set forth in Article IX of our Constitution, the money and efforts of the past five years have been wisely expended."—J. R. Mayhew.

worthy are the product of reliable methods of growing and selling.

Bolled down it simply means a square deal.

The following terms could be used instead of Trustworthy Trees and Plants and the analogy would be almost the same:

The Preferred Stock—Trees and Plants.
First Class Trees and Plants.
Alabama Grown Trees and Plants.
Dependable Trees and Plants.
Honest Value Trees and Plants.
Quaker Quality Trees and Plants.
Reliable Trees and Plants.

and a host of similar statements which infer reliability, something a little better than the other fellow's—and in most instances affirm their trustworthiness.

What makes preferred stock? Reliability.

What is a first class tree? Up to grade, well grown and dug, well packed, reaches destination and satisfies as to grade. Is that all? Was it like the rose that smelled just as sweet under some other name? I guess not!

Question: How about Alabama grown. Did the old Alabama Nursery Company grow better trees than Mr. Heikes or others who did produce good stuff? I think not.

But why Alabama grown? Good soil, equable climate, but better than all, the men behind it who stood for trustworthy trees and trustworthy methods. Their integrity of character preceded their first planting and all else was easy.

And so on down the line. When it comes to dollars and cents we try to play safe. We demand a money order, a bank draft, a cashier's check or ship it C. O. D. and get full grown American Dollars worth 100% wherever used. It is none too much for the buyer to demand that we also pay to the bearer 100% in trustworthy trees for value he pays out, backed by the best funds in the world today.

But let us go deeper. If trustworthy trees, trade marked, is a liability, why should we be afraid when we are doing an honest business?

Honesty in business has always and will ever to be the greatest known asset.

If we have nothing to hide, nothing to put over, it seems to me we are quite safe.

Every business has an element of deeps and shallows along its course. But with a slogan that stands for reliability, I am sure that we would never be imperiled by its use.

Even if it is a liability, we have our disclaimer of warranty in the body of our letters, and that will help if one is trying to put something over.

And again, I venture the assertion that almost daily you use terms as strong and which could be interpreted trustworthy trees

A National Platform To Which All May Heartily Subscribe

**Too Ideal For The Conservative, You Say?—Not a Bit Of It!—
Just a Practical Application of the Golden Rule**

Every Nurseryman in Whatever Camp Who Reads This Once Should Want to Read It Twice, Commit It To Memory, Sheathe His Sword, Forget Trade Politics and Heartily Indorse Every Sentiment Herein Set Forth, and Thank the Powers That Be That He Has Lived To See a Pronouncement So Sane, So Just, So Entirely in Accordance With the Best Interests of the Industry—The Bugaboo of Liability Driven To Cover

when occasion arises to land a big order that tends to drag; and you think nothing of these expressions, because there is honest intent in what you wish to convey to the buyer. You have faith in yourself, the product you grow and sell, and know that trustworthy methods of growing, packing, labeling true to name, spells reliability, and that the buyer could not and never did have recourse when trees are sold by that method.

Fear is one of our greatest enemies. We are eternally expecting something to happen just around the corner. It is the bugaboo that unbalances normalcy, subsidizes our conscience and permits our wills—the human side of us—to lead us into strange pastures and feed on the loco weed of doubt and misgivings. The devil may await us just around the corner, but he keeps in the shady nooks, and if we would only read the guide posts of life along its winding road, we should have little to fear.

There seems to be a well defined division amongst the trade relative to the use of the trade mark. I am glad that this subject is up for discussion before we meet at Chicago next June. We should all think about it and talk about it. By all means let us give it honest thought before passing judgment.

Some letters in the trade journals say we should return to the good old days—meet, read a few papers, resolute and return home. Just let the world go by.

The old days nor the old methods cannot return. New conditions have arisen, adjustments must be made to meet the economic and industrial features of every activity throughout the universe, and the things that now stand for progression and uplift cannot be shoved off the stage.

Our progress in the old days was smothered by inaction. We were a dead weight that swings like a pendulum, and we did not accomplish much or get anywhere.

National production of trees and shrubs has now begun to assume large proportions and we have outgrown our swaddling clothes.



Ban on Scrub Trees

That scrub fruit trees have no more right in Mississippi than scrub cows or hogs is the opinion of D. W. Grimes, state Nursery Inspector, expressed recently in a letter to all Mississippi Nurserymen, warning them that no certificate tags will be issued during the coming season to Nurseries that are overrun with weeds and producing stunted, low-grade plants. The Nurserymen were being notified early to give them plenty of time to cultivate and clean up their Nurseries and have their trees in thrifty growing condition before the regular summer inspections are made.

Heretofore, in Mississippi as well as in many other states, practically all the Nursery inspection work has been devoted to



THE MAN FROM MISSISSIPPI

Surpluses have invited sharp practices amongst those whom we term sharks, and we have all—*all of us*—tried to grasp every dollar in sight, figuring when the day of reckoning came, the other fellow could be made the goat.

We have tried to make a start in the right way by trade marking our product. But the trade mark we should have is the proper stamp on our own consciences, and then we can eliminate Trustworthy Trees and Plants from our literature.

Other writers in the journals affirm that we need standardization first, then a slogan. I happened to buy from one of these writers last year some *Spirea Reevesiana flore plena*. These were bought for stock plants and a special order. Somehow they bloomed single. The plants were well grown, graded and packed—everything but what I really wanted.

The order was repeated this spring. Same results. Now I am wondering what is in this Mississippi soil which makes a plant act that way, or may I not assume that that firm from whom the purchase was made needs something other than standardization? Before adjusting our grades, height and caliber, we have first got to adjust that something else which is behind the transaction

examination for insect pests and diseases. But henceforth the Nursery Inspection Department will require in addition to freedom from insect pests and diseases, that Nursery stock must be in thrifty, vigorous condition before certificate tags will be issued. Most Mississippi Nurseries are already meeting these requirements but this latest ruling of the Nursery Inspector will place them all on the same basis.

To prevent this rule from discriminating against Mississippi Nurserymen, the State Plant Board will require Nurseries in other states shipping into Mississippi to furnish information from the state Nursery inspection officials showing that their trees are thrifty and vigorous before permit certificate tags will be issued.

which first made us place trees into certain grades and assess the value of each grade accordingly. Moses was about the first to standardize things by giving us rules and regulations whereby we could follow if we chose or make our own standards as we desired.

Last May you and I attended the Horticultural Meeting at Jackson, Miss. We did not go there because we wanted to hear some one make talks on potatoes and the like, but because we were told that we had better be on hand as the Nursery interests were going to receive some attention from the speakers and it would not be to our advantage to let things take care of themselves. However, we got off light. They were a charitable bunch of fellows, and we decided to let the sleeping dog alone—just let him have his restless sleep out, and maybe we would be ready for him when he finally opened his eyes. There was nothing else to do, because they had the goods on the general Nursery issue as practised by many in this state.

I believe wholly and unqualifiedly in the Nursery business. It is a worthy and manly profession. I love plant life, even its failures along with the few successes I have had. I believe in the business, its final outcome, the men behind the guns—they are a manly, clean set of fellows; but we must admit that our books must be audited. We must charge off lots of things that from the money viewpoint for the time may appear as losses. We cannot afford to pay a tax on worthless rubbish that tends to debase not only our business but our own self respect.

We admitted that we had a bad lot last June when we opened the doors and allowed the public to come in and take sacrament with us.

We acknowledged our faults openly by not a soul replying to the castigation we received.

We were told that other businesses had cleaned house or were trying to, and that we would be compelled to later on unless we began to fall in line.

It was a severe dose to swallow, but we did.

We cannot change all at once, but we can do something that will help mend matters. The small per cent will always be with us, but we must and will make it a small per cent.

Effect of Freezes

Specialists in the United States Department of Agriculture call the attention of fruit growers in the northern United States, whose orchards have thus far escaped the disastrous freezes of this spring, to the promising opportunity afforded them for profit through more thorough and careful spraying than usual to insure the greatest possible production of high quality fruit.

The almost unprecedented succession of freezes which occurred March 28-29, April 10-11, and April 17-18, have nearly destroyed the apples, pears, peaches, plums and cherries throughout a considerable portion of the

A Classic of the Nursery Trade : A Notable Pronouncement

Paragraph After Paragraph Ringing With True-Blue Loyalty To the Industry—One For All; All For One

Deep Under the Visible Declaration of Trustworthiness Lies the Basic Sentiment Which Gives That Declaration Value—This Has Been Wholly Ignored in Many Discussions—"There is No Evasion, Nothing To Get Behind, No Effort To Conceal or Misrepresent No Dual Intent, No Muddling of the Issue"—"Boiled Down It Simply Means a Square Deal"—"Why Should We Be Afraid When We Are Doing An Honest Business?"—Easy To Answer?

We are beginning to see the evils of some of our ways when the farmers throughout the country are trying to buy seedlings and grow their own trees. They are doing that, not because they can produce a better tree, but necessity has forced them to do it themselves in order to have a Limbertwig, if they want it, instead of getting a Ben Davis.

When he spends money he wants the hope, at least, of getting what he desires—simply safe business. If we can convince him that we can grow what he wants, and we can, and that he will get what he buys, and he should, there will not be many seedlings planted in farmers' wheatfields.

Nurserymen may be divided into about three classes: The little fellow who grows for a restricted clientele in his neighborhood; and when he grows for himself, he is the boy that sends out the stuff that comes true to color. He is afraid not to. You will always find lots of good little home orchards about him—all giving results usually, because he is careful in what he does. Number two is the fellow a wee bit larger—sells as best he can and whose success is usually a hybrid of hard work and disappointments. Number three is the big fellow, honest and reliable and who has made good by using reliable methods. His big trouble is selling to No. 4, the scalper, the wildcatter; the fellow who does not give a tinker what he gets just so it is a tree. He is the boy we should smother. Refuse to sell to him either good or bad trees and he will eliminate himself. If we do not cut loose from him the time will come when our business will be in jeopardy. We may have to handle things as the pure food administration may dictate, and that time is not so far away as we may think!

The trade mark is not the only fly in the ointment. The big fly is politics and that will vitiate anything that is good. I see politics at every convention. This group and that group individualize their numbers and make them plastic and subservient to the special group spokesman—the progressive, the conservative, the reactionary and the straddler, all have their special desires. Some ride in a swing, others by any method; and some stand still.

I notice that the most of those who oppose the trade mark have made their mark in the Nursery world. I do not blame them for being jealous of their success; their



THE ALABAMAN

achievements should be praised, yet they owe something to the craft, the large number of small buyers who have made their business a success, and who depend on their wares as being above reproach. These few firms are the Patricians of the business, and we know that this was the set that destroyed Rome and not the plebeians. History tells us where Cæsar and Napoleon and the Kaiser and Lenin each has led; it also tells us where Washington and Lincoln led. In business, so in state craft—time will tell who is wrong.

Life is made of symbols, signs and things emblematical, possibly because that in the whirling grind of economic and industrial activity we may lose sight of those things in life which are assumed to be substantial, helpful and good. It seems as if we must be told that it is not only our duty to lay up something for old age and those dependent upon us, but we must also lay up stores for that other life which is secured by the funds of eternity—the aftermath where things will be known as they are.

I heartily believe in trade marks, individually and collectively. They help to identify the personnel of the firm as well as the craft. It is what stands behind the trees that makes big sales, that makes big busi-

ness, and eventually establishes the seller in the minds and hearts of his clientele.

The moment one loses faith in a firm, it matters not how good or true his product may be, retrogradation sets in. It's not the trees we sell but what we put behind the sales. An Elberta is an Elberta most any old place, but the man who produced the Elberta may be anything from a four flusher to a gentleman, and to sum it all up, can a Nurseryman assume that his product is reliable? I believe he can, and that his business will not only reach larger bounds, but he will have the feeling that always comes to those whose efforts are trustworthy, because honesty brings its own reward—the lack of it the punishment.

I can but feel that we will continue to take an onward step. Idealism cannot hurt us. The lack of it is what causes the cross-currents of business to become befuddled, leaving us in a hapless mood of uncertainty, without progress and even hope at low ebb.

We have first got to make an obligation with our own selves, live up to that obligation and all that is necessary will function in due time.

It is not what the other fellow does that puts us by and where we can hear "well done thou good and faithful servant" from the onlooker.

As far as I am concerned, and regardless of what happens, this firm will continue to use the trade mark, because it begets confidence as the years go by, not only in in- we ship out.

I know it has increased our business, and I am sure that we shall feel its broadening influence as the years go by, not only increased sales but the inner satisfaction that we have tried to do a little bit better than before its use.

Its use is not a panacea for our ills, and it would only become a liability when we ceased to regard the Golden Rule.

It only shows that we have gone on record and that we mean to stand behind and man our guns.



country east of the Rocky Mountains. This frosted area extends from the Virginia-Carolina line southward into the Allegheny Mountains, westward through middle Arkansas to the Rocky Mountains, and northward well up into New Jersey, Pennsylvania, and westward through middle Ohio to Nebraska. Examinations by department experts and reports from experienced fruit growers have shown that in this great area only a remnant of the crop of orchard fruits is left. North and east of this area, in the New England States, New York, and the Lake Region, there is still a fair prospect for a good set

of orchard fruits except in certain rather restricted localities.

500 Wild Orchid Plants

Albert C. Burrage, president of the Massachusetts Horticultural Society, hoping to arouse interest in the subject of the preservation and perpetuation of New England's wild flowers, exhibited recently in Horticultural Hall, Boston, more than 500 wild native orchid plants in bloom.

Last summer some 1200 wild orchid plants were gathered from all sections of New England and sent to the Orchidvale greenhouses at Beverly Farms, where by studied treatment and forcing it was possible to get into flower at one time many different orchids

which naturally bloom at different times during the six months from May to October. The exhibit will not be complete, as some of the species did not respond to treatment, but the majority have done well and are now in flower. Among them will be found the largest New England orchid plant, the smallest, the rarest, the earliest, the latest and the most beautiful, all as nearly as possible arranged in their natural settings, scattered among spruce, pine or cedar trees, as they are found in nature.

"I believe, and have the evidence before me that our standing with the public is higher than ever before in the history of the industry."—J. R. Mayhew.

FORTY-SIXTH ANNUAL CONVENTION



American Association of Nurserymen



Congress Hotel, CHICAGO ILL. June 22-24, 1921

OFFICERS

President - - - - - Lloyd C. Stark
Louisiana, Mo.

Vice-President - - - - M. R. Cashman
Owatonna, Minn.

Treasurer - - - - - J. W. Hill
Des Moines, Iowa

Traffic Manager - - Charles Sizemore
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E. S. Welch - - - Shenandoah, Ia.

General Offices. Princeton, N. J.



LLOYD C. STARK, Louisiana, Mo.
President American Association of
Nurserymen

PROGRAM COMMITTEE

Henry B. Chase - Chairman, Chase, Ala.
E. S. Welch - - - Shenandoah, Ia.
M. R. Cashman - - - Owatonna, Minn.

ARRANGEMENT COMMITTEE

A. M. Augustine, Congress Hotel, Chicago,
Chairman.
Exhibits should be addressed to Mr.
Augustine at the hotel. He should be noti-
fied.

HOTEL ROOMS

Should be engaged at once. Hotels are
still crowded. Members should keep in mind
the fact that the Congress Hotel manage-
ment supplies assembly hall free of charge,
also committee rooms. Therefore, as many
as can be accommodated should stop at the
Headquarters Hotel. Rates are in the Sec-
retary's Announcement.

BADGE BOOK

Secretary Watson asks prompt arrange-
ment for advertisements in the Badge Book,
so that the book can be mailed to members
in advance of the Convention.

CONVENTION PROGRAM

**All Sessions in the Florentine Room,
Second Floor**

**Morning Sessions at 10 O'clock
Afternoon Sessions at 2 O'clock**

There is a lot to do. Please be in your
seats promptly.

A Word From the Program Committee:

Executive Sessions have been decided on
for the purpose of a full, free, and frank dis-
cussion of those questions on which during
the past year differences of opinion have de-
veloped. Some of the salient points to be
brought out in these discussions are men-
tioned in connection with each question, but
it is our wish that any other point that may
occur to any member be brought out and
discussed. No representatives of the press
will be present; talk freely, express your
mind but SMILE! We believe that every
one of these questions can be threshed out
at this meeting and settled for all time.

Note that ample time has been allowed be-
tween the discussions and the final vote to
give every member a chance to THINK be-
fore voting. Remember that a majority vote
of the active members present decides all
questions except the Amending of the Con-
stitution and By-laws which requires a vote
of two-thirds of the active members present.

The desire of your Program Committee is
that these discussions may clear the atmos-
phere and that when the final adjournment
is reached on Friday, we shall find a united,
bigger, stronger American Association of
Nurserymen than ever before.

**HENRY CHASE, M. R. CASHMAN,
E. S. WELCH, Program Committee.**

Wednesday Morning—10 O'clock

Call to order by President Stark. Invo-
cation. "Greetings."

Response by President Stark.

Report of Arrangements Committee, A. M.
Augustine, Chairman.

Report of Program Committee, Henry B.
Chase, Chairman

Address: The Secretary of Agriculture,
Hon. Henry C. Wallace.

Address: Hon. Edward N. Hurley, Formerly
Chairman Federal Trade Commission.

Address: Dr. C. L. Marlatt, Chairman Fed-
eral Horticultural Board. "The Situation as
to Future Imports of Fruit Tree Seedlings."

Address: Mr. L. B. Scott, United States
Department of Agriculture. "The Growing
of Fruit Tree Seedlings in America."

President's Address.

Appointment of Door-keeper for Executive
Sessions.

Wednesday Afternoon—2 O'clock

Open Session for Committee reports fol-
lowed by Executive Session.

Report of Executive Committee.

Report of Executive Secretary, John Wat-
son, Princeton, N. J.

Report of Treasurer, J. W. Hill, Des
Moines, Iowa.

Report of Traffic Manager, Chas. Sizemore,
Louisiana, Mo.

Report of Market Development Committee,
Robert Pyle, Chairman, West Grove, Pa.

Appointment of Auditing and Resolutions
Committees.

Executive Session. (Voting Members Only)

Future Plans of This Association

Discussion: "Market Development Pub-
licity." (Speakers limited to five minutes).
"How Market Development Funds should be
used to Produce Greatest Results"

For the Retail Agency House: Mr. E. H.
Smith, Harrison Nursery Company, York,
Nebraska; Mr. Fred Burke, Graham Nursery
Company, Rochester, New York.

For the Retail Mail Order Catalog House:
Mr. Henry T. Moon, Morrisville, Pa.; Mr.
Paul Stark, Louisiana, Mo.; Mr. F. L. Atkins,
Rutherford, N. J.

For the Whole Nursery Fraternity: Mr. E.
E. May, Shenandoah, Iowa; Mr. William
Pitkin, Rochester, N. Y.

(Discussion from the floor, each speaker
limited to three minutes.)

*Final resolution and vote on this question
Thursday afternoon.

Note—The objective of this discussion is
a plan for publicity the coming year, the
kind we want, the date it should be started,
how it should be signed—"Authorized by
American Association of Nurserymen" or
"Published by the American Association of
Nurserymen" or how?—the approximate
amount of cash we should spend on it, all
with the idea in mind of passing a Resolu-
tion covering, so far as practicable, these de-
tails as a guide for the Market Development
Committee.

Thursday Morning—10 O'clock: Executive Session, (Voting Members Only)

Discussion: "The Trade-Mark" (Trust-
worthy Trees and Plants). Is it practicable
as an Association emblem? Just what is a
member's moral and legal liability under it?
Should the Trade-Mark be viewed from a
new angle since the Association has been in-
corporated? Is it desirable or possible to
restrict the use of the Trade-Mark? Should
it be featured in our publicity work? Would
a slogan on the order of that used by the
Florists' Association be a better vehicle for
publicity? Who has a "slogan" in his sys-
tem, and what is it? Shall the Trade-Mark
be continued or dropped?

Speakers limited to five minutes. Discus-
sion led by:

Against the Trade-Mark:

Mr. C. W. Carman, Lawrence, Kansas.

Mr. C. H. Perkins, Newark, N. Y.

Mr. John H. Dayton, Painesville, Ohio.

For the Trade-Mark:

Mr. Earl Ferris, Hampton, Iowa.

Mr. Robert Pyle, West Grove, Pa.

Mr. J. R. Mayhew, Waxahachie, Texas.

Discussion from the floor (time limit three
minutes).

*Final resolution and vote Thursday after-
noon.

Discussion: "The Office of Executive Secretary."

Discussion, comments and suggestions from the floor. Speakers limited to five minutes.

*Final Resolution and vote at the afternoon session.

Discussion: "The Office of Traffic Manager."

Discussion, comments and suggestions from the floor. Speakers limited to five minutes.

*Final resolution and vote at the afternoon session.

Thursday Afternoon—2 O'clock:

Executive Session, Voting Members Only
Discussion: "Dues."

Is any change in present schedule of dues desired? Since our last meeting the Association has been incorporated; are the members to hold shares, how are they to be apportioned and will the number of shares held by a member determine the amount of his annual dues? What shall the annual dues be and how paid—Annually? Semi-annually?

Is Article 7 of our Constitution indefinite as to just when membership ceases for non-payment of dues? If so, how should it be amended?

Discussion led by E. M. Sherman, Charles

City, Iowa; C. R. Burr, Manchester, Conn.; J. W. Hill, Des Moines, Iowa.

Time limit five minutes

Discussion, comments and suggestions from the floor. Speakers limited to three minutes.

*Resolution and final vote at this session.
Report of Vigilance Committee: Paul C. Lindley, Chairman, Pomona, N. C.

Resolutions: The Resolutions and final vote in settlement of the discussions will be called in the following order unless previously disposed of.

First on The Trade-Mark.

Second on Market Development Publicity.

Third on Executive Secretary's Office.

Fourth on Traffic Manager.

Fifth on Dues.

Open Session

Report of Legislative and Tariff Committee, Charles H. Perkins, Chairman.

Report of Arbitration Committee, George A. Marshall, Chairman

Report of Committee on Standard Trade Practice, Harlan P. Kelsey, Chairman.

Report of Nomenclature Committee, Harlan P. Kelsey, Chairman.

Report of Committee on Relations with Landscape Architects, Thomas B. Meehan, Chairman.

Report of Committee on Courses in Nur-

sery Training in Agricultural Colleges, Alvin E. Nelson, Chairman.

Report of Advisory Committee, Co-operating with United States Department of Agriculture, J. H. Skinner, Chairman.

State Vice-Presidents will meet this evening (Thursday) at 8 p. m.

Friday Morning—10 O'clock—Open Session

New Business—Short, snappy, one or two minute talks on conditions, outlook, shortage and surplus from all sections of the country. The chair will call for these reports. Be prepared

New business.

Report of State Vice-Presidents.

Election of Officers.

Selection of next place of meeting.

Unfinished business.

Song "America."

My country! 'tis of thee

Sweet land of liberty,

Of thee I sing;

Land where my fathers died;

Land of the Pilgrim's pride;

From every mountain side,

Let freedom ring!

Adjournment.

*Subject to change depending on progress made and the desire of the convention.

Trade Bulletins

Ralph C. Smith has started a Nursery on a part of the Exline ranch, in Oak Flat, Paso Robles, Cal.

Charles Isselee, landscape gardener and Nurseryman, is located in his new establishment on the Post Road, Darien, Conn.

J. M. Byrd, Johnson City, Tenn., has been appointed orchard and Nursery inspector for East Tennessee under Capt. T. F. Peck, state commissioner of Agriculture.

Park Supt. Macdonald, Yonkers, N. Y., says that city needs a Nursery in connection with its park and forestry work and says an appropriation of \$5,000 would provide it.

William B. Flick, president of the Lawrence State Bank and Secretary of the Indiana Horticultural Society, died May 12th, aged 80 years at his home in Lawrence, Ind.

John P. Rice, Geneva, N. Y., is the president of the Geneva Chamber of Commerce which last month increased annual dues of members to provide a budget of \$10,000 during the year.

J. W. Roe, writing in the Oshkosh, Wis., Northwestern, asks why grape growing should not be revived in the vicinity of Oshkosh. Can any of the Wisconsin Nurserymen tell him? He says many tons of grapes were formerly grown in that section.

Colonel M. V. Stedman, Stuart, Va., is one of the largest operators in apple culture in one of the big Virginia apple districts. He is president of the Stuart Orchard Co., Patrick County Milling Co., Beach Hardware & Supply Co., Via-Stedman Land & Loan Co., and J. D. Blarckard Stave & Cooperage Co.

H. den Ouden & Son, Boskoop, Holland, are represented in this country by H. A. Benckhuysen specializing in fruit trees and roses; by H. den Ouden, Jr., who is traveling through Great Britain, specializing in perennials; and P. den Ouden at the home grounds, specializing in the nomenclature of conifers.

Joseph J. Lane, long in the magazine advertising field and before the war a frequent attendant at the conventions of the American Association of Nurserymen, is in charge of horticultural advertising, for House and Garden published by Conde Nast, 19 W. 44th St., New York City. During the war Mr. Lane served actively and for a long period on the battle fields of France. He will meet his many friends in the Nursery trade at the Chicago convention this month.

File For Reference

A veteran horticulturist thinks that there is undue alarm over the effects of the cold snaps upon fruits. He makes the following observations about conditions of former years:

"We have had colder spells much later in the season. On March 28, 1920, we had a blizzard which caused freezing weather over eight states. On April 3, 1920 we had a three-inch snow and the ground froze hard. Also on April 12, 1920, we had a big snow and a hard freeze and all of the leaves froze and fell from the gooseberries and raspberries but at fruit time I had the best crop I ever raised.

"On May 1, 1910 the ground was frozen two inches deep and a big frost came and ice was thick wherever there was still water.

"On May 11, 1914 we had a hard freeze come when raspberries were in bloom and yet we had a big crop. On April 27, 1913 the ground was frozen hard and several heavy frosts fell in succession but it was a good fruit year.

"On May 11, 1914 we had a hard freeze and a big frost, but we had plenty of fruit. From May 15 to May 20, 1915 the ground froze every night and big frosts fell. Berry bushes and rhubarb froze stiff, but we had a good crop of fruit.

"April 8, 1916 four inches of snow fell and the ground froze hard. On May 12, 1916 we had hard freeze and two heavy frosts but we had fruit. I wore a pair of felt boots and my feet nearly froze all day and that night the ground froze hard. That was a splendid fruit year.

"May 1, 1918 the ground froze hard at night and a big frost followed.

"On April 26, 1919 we had a terrible freeze and on May 13, 1919, we got another big freeze and frost that ruined my crop of grapes.

"The main reason why so many people do not get fruit is that they do not prune their trees, but let the top become a mass of brush until it is like crawling head first into a brush pile. That kind of tree is only a harbor for insects and the fruit is always scarce and of poor quality."

The offices of the Keystone State Nurseries, formerly in Pittsburgh, are now at Beaver Falls, Pa., 35 miles from Pittsburgh, in the Little Beaver Valley, one mile west of New Galilee on the Penn. R. R., where the company owns 175 acres of soils of various kinds devoted to the growing of Nursery stock. There are modern buildings and equipment. From 18 to 35 men are employed. The company specializes in currants, grapes, shrubs and privet.

MEMBERSHIP PRIVILEGES

Under the Constitution and By-laws of the American Association of Nurserymen, all members (both associate and active) are entitled to full membership privileges, with the single proviso that whether in executive or open sessions the associate members cannot vote.

From Various Points

Florida Horticultural Society—Lakeland was chosen as next meeting place and Prof. H. H. Hume, Glen St. Mary Nurseries, was re-elected president at the recent Miami convention. W. S. Hart, Hawkes Park, is secretary.

Work Done By Leaves of Trees—A single leaf of an apple tree has 100,000 pores through each one of which water is continually passing off into surrounding atmosphere. There are 7,000 leaves on a 60-foot elm tree. These leaves, if spread out would cover a surface of 200,000 square feet, or five acres. Over seven tons of water, in the form of vapor, pass out of these leaves into the air within a summer day.

Pennsylvania Reforesting—The Pennsylvania Department of Forestry expects to grow about 15,000,000 trees for reforesting 10,000 acres of waste land in this state from the seed it is planting in its forest tree nurseries this spring.

The Department has collected 700 pounds of white pine, hemlock and black locust seed, and 260 bushels of black walnuts, acorns and ash and maple seeds. Six hundred and sixty pounds of pine, spruce and larch seed have been purchased by the Department.

New York State Fruit

From present indications, which may be changed as the season advances, Dr. U. P. Hedrick summarizes the fruit outlook for the present season in New York state, as follows: Apples, small; plums, small; grapes, a third of a crop in the Chautauqua district and from a half to three-quarters in the Urbana district; pears, fair; peaches, good; sweet cherries, half a crop; sour cherries, very few; the small fruits, good, except strawberries, which are very spotted as some plantings were hit by the recent frost.

The planting of wine grapes in California this season is without a parallel in the history of the vineyard industry, according to reports received by Acting Prohibition Director S. F. Rutter, reports showing that more than 200,000 additional acres had been planted in the state since January 1st.

Robert Simpson, Vincennes, Ind., says that the Knox county fruit growers will entertain the members of the Indiana Horticultural Society this summer. It may be a joint meeting with the Illinois Society. Fruit grown in Knox county took more than 60 per cent of the blue ribbons at the western show held in Denver last year. The Vincennes Rotary Club will provide additional entertainment for the visitors.

AMERICAN NURSERYMAN

CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

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ROCHESTER, N. Y., JUNE, 1921

THE POINT OF VIEW

We are glad to present in this issue the views, on A. A. N. policies, of E. S. Welch, of the executive committee of the organization. When one is firmly of the opinion that there is no need for regaining lost confidence of the public, or is inclined to ignore conditions which many in the trade believe are an urgent reason for efforts in that direction, he naturally is wholly out of sympathy with the work of the A. A. N. in this line during recent years. Mr. Welch, as he plainly declares, is entirely for for using A A N funds for Market Development just as if there had been no scathing denunciation of Nursery Trade methods, for years on the part of the buying public.

One needs only to bear this fact in mind in order to appreciate Mr. Welch's position. It is the position, we believe, of those in the Association who oppose any attempt at house-cleaning. They are for expansion of business, but not for setting in order the house first.

This appears to be in a nut shell the difference in opinion existing in what correspondents have been pleased to call "two factions" in the A A N. It may clear up in the minds of some of our readers doubt as to what the discussion is all about.

We wish that in connection with his criticism of the action of the Market Development Committee in national publicity matters, Mr. Welch had expressed regret that the committee was so greatly handicapped by the extraordinarily late appointment of the 1921 committees, or at least had referred to that handicap which almost nullified the enthusiastically expressed wishes of the members of the Association at the last convention. His expression: "It was getting so late," seems to call for some comment on the reason for the lateness. There will be some at the convention this month who will have positive views as to that reason, and it might have been well to anticipate questions which may be asked.

"The idea originally was a slogan." That is true. Afterward it was realized that something with teeth in it was needed. A slogan is all right when sailing under a blue sky in a calm sea, with a clean record. In the opinion of many broad-minded Nurserymen a Trade Mark was required under the conditions in the Nursery Trade as viewed and commented upon by the planting public.

"By using the A A N Trade Mark they

would be placed on the same level with any one that became a member." It may be respectfully suggested that regardless of a Trade Mark, by admitting or announcing the fact of membership in good standing in the American Association of Nurserymen they would be placed on the same level with any one that became a member. For the public well knows that a Nurseryman cannot be compelled to be a member of the A A N and that so long as he remains in that organization and permits others to remain in it, he is decidedly classed as in close, organized association with the other members. Whatever a member of the Association does reflects upon all the members, and of course, calls for praise or condemnation in accordance with the character of that action.

"Can anyone tell us how the average buyer can determine the difference in the value of trade-marked, trustworthy trees and plants?" Yes, we think we can. Before reading our answer, it is advisable to re-read the first paragraph above. The value of trade-marked, trustworthy trees and plants is represented theoretically in the assurance to the buyer that the reputation of the entire membership of a national organization of Nurserymen (whatever size that membership may be) is back of every sale of Nursery stock by a member of that organization; as compared with experiences in the purchase of Nursery stock, in very many cases, in the past.

That is the answer, in our opinion; and it is just as simple as that.

Now, the value of the trade mark of an individual concern may be just as good proportionately, as that of the national organization trade mark. It should be remembered, however, that individual Nursery concern trade marks have been in use a long time and that this fact was completely ignored by the public when it expressed its great enthusiasm over the announcement that the A A N had established its Trade Mark! That enthusiasm on the part of the planting public ought to set every Nurseryman to thinking!

And the public, by its instant response to the announcement by the A A N, emphatically answered Mr. Welch's question.

The people of this Republic have been educated to recognize the rock-bound value of a Government bond as compared with a security in any individual form.

The epistle of Samuel to the Alabamans as presented in a chapter of this issue, represents in our opinion well-nigh the whole gospel of the reformation which has been steadily preached by Paul of Pomona, James of Waxahatchie, John of Princeton and Robert of West Grove—all servants who have been steadfast in tribulation, seeking not personal aggrandizement but the welfare of their fellows. As Trustworthy disciples they justly earned the encomiums heaped upon them at the 1920 convention and their activities since entitle them to the homage which will be theirs hereafter.

At the largest gathering of business men in New York City in many years, upon the occasion of the celebration of the 125th anniversary of the New York Commercial May 23rd, President Harding in addressing audiences of upward of 3500, paid honor to the constructive journalism, and we modestly acknowledge the compliment.

The popularity in the trade of the slogan "Trustworthy Trees and Plants" has been fully attested over scores of signatures of A. A. N. members.

THE GREATEST YET

The 1921 convention of the American Association of Nurserymen will be held in Chicago June 22nd, 23rd, 24th. Until it is held, there stands the unbroken record of the Chicago convention of 1920—the greatest in the history of the American Association. It followed closely a great political convention the scenes of which were described on wires too hot to touch all over the country and depicted in photo-engraving and movie film to the wonderment of millions. The A. A. N. national convention of 1920 during which the air was continually "charged with electricity" was by no means tame in comparison. It has been the talk of the trade ever since. It drew a two-column comment from Abe Potash, of the well-known firm of Potash & Perlmutter, which even the national political convention did not do. It caused a page to be set aside in the archives of the Country Gentleman for the delectation of half a million planters of Nursery stock throughout the country. It established the A. A. N. Trade Mark, indorsed the work of the Market Development Committee, discussed and disposed of more practical topics of great importance to the Nursery trade than has any of its predecessors, sizzled with enthusiasm over plans for present and prospective advancement of the industry and resounded with applause and commendation for the progressive work which had led up to this climax—and all without a program!

Every person present on those memorable days knows, upon reflection, that the occasion and its results were due to the fortunate combination of well-directed continuation of policies of the last few years, high aims, high principles, an eye steadfastly fixed on the welfare of the industry, a presiding officer and an executive secretary in both of whom conscientious purpose, executive ability, wisdom and tact stand out in marked degrees, and on the floor able and fearless proponents of progressive policies the like of which made this Republic what it was from the days of the Declaration of Independence down to 1917, and which, Deo volente, it will be from this time on.

It is perhaps too much to expect that the pace set in June 1920 can be quite equaled in a single twelve-month. Yet if the policies, aim, principles and purpose are persisted in, leaders will be raised up so that other fortunate combinations of men and methods will take up the work and push it on. So long as the American Association has a Moses, a Pusher, a Worker, and an Evangelist of the stamp of the Man from Mississippi, with capable and enthusiastic assistants, from coast to coast, Progress will be stamped upon every action and pride in the organization will be maintained at a high pitch.

Let the rank and file keep steadily in mind its Opportunities.

The advertising columns of the American Nurseryman, always a leading feature of this journal, are of very special interest in these times as showing where stock not easily obtained may be found. The classified index affords ready reference.

"EVERYBODY LISTEN"

Especially those who argue for a set-back to the methods of the '70s and '80s.

Buyers of Nursery stock are becoming so accustomed to Twenty-first Century methods that they will soon expect much greater strides on the part of Nurserymen than have been made since the Detroit convention of the A. A. N. Apparently, the Trade Mark and Article IX are not going to be nearly enough in the way of innovation to meet the demands of the planting public.

Nurserymen have got to talk in terms which will keep pace with what follows:

Agricultural market reports are being sent to farmers and other agricultural interests by wireless from Omaha, St. Louis, Bellefonte, Pa., and Washington, D. C., officials of the Bureau of Markets, United States Department of Agriculture, announced recently. The service started April 15. Wireless stations of the United States Post Office Department are being used for this purpose. Each station has a radius of approximately 300 miles, and farmers located in 12 Central and 10 Eastern states will be able to obtain either directly, or through local wireless receiving agencies information relative to prices and conditions at the leading agricultural market centers and shipping points the same day that business is transacted, and in some instances immediately after the close of the markets. The radio call signal is "Q S T," which means "call to all stations" or "everybody listen."

The Progressive program came none too soon.

FULL OF PEP

J. A. Young, president, Aurora, Ill., Nursery Co., owner and operator of Jim Young's Seed & Plant House, is a firm backer of A. A. N. Market Development, A. A. N. general publicity and the Trade Mark. He is also a believer in special local publicity. This spring he used large space in local newspapers with excellent results. He writes that these advertisements put over the biggest sale in the history of his business. He ran nine five-inch, double-column advertisements, and every week a fourteen-inch, triple-column advertisement during April, with ten-inch four-column and ten-inch eight-column flyers at the close.

"Seeds and Plants Full of Pep," is Jim's slogan; another is: "I Mean Business, says Jim Young" and his advertisements practiced just what he preached. They bristled with pep, and they certainly meant business. We do not know who Jim's advertising manager is, but we suspect that those advertisements were dictated by Himself. They sound like him. We rather think that if we were a property owner in Aurora, Ill., or in a nearby section we'd have clamored for Jim Young's catalogue and have found it indeed, "a wonderful aid to this superb planting weather."

Of course, it was the occasion of a clean-up of existing stock on the old grounds preparatory to removal to a new site; and prices were much reduced. But there are good pointers in these advertisements, nevertheless, for Nurserymen who are not moving to a new site and who have no occasion to make marked reductions. When you're in Chicago for the convention, ask Jim to take you out to Aurora and show you some of his 1921 newspaper publicity. Or write him to bring it to the Amen Corner at the convention headquarters hotel where you'll meet him.

No person or firm interested in any way in the sale of trees or shrubs, flowers, land or fruit, or any trade supplies is in a position to dictate the policy of this publication. American Nurseryman is the only Nursery Trade Journal of which this can be said.

WHAT'S THE USE

It has been very pertinently asked:

"What's the use of discussing further the question of the Trade Mark? The American Association has unequivocally committed itself to the Trade Mark before the public and the entire trade. The slightest indication that any member of the Association may give that he cannot heartily support the sentiment expressed by 'Trustworthy Trees and Plants' will be construed in only one way by the planting public. What else is there to do but to clean house at once and back up unanimously what the Association is committed to before the world?"

That, of course, states the situation exactly. The discussion is an earnest effort to get unanimous harmonious action along those very lines, in the realization that the majority of the members of the A. A. N. must make good whether all the members do so or not. The majority has gone on record twice within twelve months as determined to make good. It would like to make it unanimous.

But in any event it has been declared by those of the majority that they will make good.

THE HOUR IS AT HAND

Hundreds of Nursery concerns all over the country, for the first time in the history of the Nursery business in America, are directly in line now for wide and steady expansion, as the result of the adoption of present policies by the American Association of Nurserymen.

Any set-back of those policies will delay by just that much that expansion.

That this fact is clearly realized by many in the trade, as it has been realized and expressed by able leaders in extended articles in this journal, was shown at the Chicago Convention last June, and again over more than a hundred signatures in the March issue of this journal. By every law of consistency it will be expressed again and with redoubled force at the Convention in Chicago this month.

TRADE POLICIES

THE attitude of the "American Nurseryman" on trade policies is to keep constantly in mind the welfare and advancement of the industry as a whole. Whatever benefits the Nursery Business in general will benefit the individual.

It is not always true that whatever benefits an individual concern now and then will benefit the industry as a whole.

Therein lies the difference in the arguments for or against Quarantine 37, the A. A. N. Trade Mark, Market Development, National Publicity, an Executive Secretary Actively at Work Twelve Months in a Year, the Establishment and Maintenance of Confidence on the Part of the Planting Public, etc., etc.

Every utterance on these subjects at any time and from any source may well be measured by its relation to the General or Individual gauge!

Say you saw it in "American Nurseryman."

THE BOOSTER'S CLUB

In the March 1920 issue of the American Nurseryman was established the Booster's Club of the A. A. N., the first Annual Banquet of which was held at 6:30 p. m. June 22, 1920, exactly according to schedule. The attendance was large, distinguished guests were present, excellent speeches were made under the able direction of the toastmaster, J. Edward Moon, and enthusiasm marked the occasion throughout. A full report of the banquet was given at page 22 of the July 1920 issue of this journal.

During the fiscal year just closing the Club has had important matters to handle. Its members have faithfully observed the requirements of membership as published in the second column of page 59 of the March 1920 issue of this journal. For the benefit of those who overlooked the occasion of the First Annual Meeting the obligation is reproduced herewith:

"I will heartily participate in the activities of the Club and will faithfully perform every duty I may see, in behalf of the A. A. N., which stands at all times for the welfare of the American Nursery Industry, of which I am one." (To be repeated three times.)

The officers of the Club are a Pusher, Chief Assistant and Recorder. Pusher J. W. Hill, Des Moines, Ia., was unable to attend the 1920 banquet. President Moon, of the A. A. N., presided in his absence.

So far as we have learned, no definite arrangements have been made for the Second Annual Banquet. It may be thought best to have the members dine in groups on the eve of the 1921 A. A. N. convention, since the usual plans may be affected by the unusual diversions of Reconstruction Times.

But at some time during the Chicago rendezvous this month the members should elect officers and plan for the Third Annual Banquet when, it is to be hoped, a condition of normalcy will have been reached.

It will be remembered that provision was made for a Club emblem which may be worn in the form of a lapel button. The design is circular to indicate continuity. Embazoned upon it is a Goat rampant, proper, in fess, azure; the Club name, or, in chief, gules; the letters "A. A. N." or, in base, argent.

In a recent letter to a fellow Nurseryman, a Mississippi member writes: "Let us all join hands in the Booster's Club and stand together for the interests that affect each individual of the craft. If our ideal is too high, let us strive the harder to attain it. It can be done, and will be."

As was fully explained at the organization of the Booster's Club, the objects are to give the members of the national organization opportunity to take an active part and not to leave it all to the hard-working officers, the idea being that the Club's activities would be largely in the interim between conventions of the A. A. N.

Vice-President McCrea, of the Pennsylvania Railroad System, said in our hearing recently: "The fundamental commercial operations in our country are represented by Agriculture, Manufactures and Railroads. That statement is of special interest to Nurserymen who are closely associated with Agriculture and Transportation. We believe Nurserymen should make special study of those subjects and strive to co-operate at every opportunity in the interests which those subjects represent."

It ought to be extremely difficult to decry so praiseworthy a sentiment as "Trustworthy Trees and Plants."

MESSRS. PITKIN AND WELCH PLEAD FOR THE SIMPLE LIFE

There Are A Few Fundamental Points In Which Every Nurseryman In The Country Is Interested

Prominently Transportation, Legislation and Tariff—Let Us Get Back To the Old Days, Says Mr. Pitkin—Confine the Activities of the Association To Such Matters of General Interest—Mr. Welch is Already "Sold" On the Subject of Market Development, But Prefers That the Trade Mark Should Be Given a Secondary Place—Advertising Should Be All For New Business

Editor American Nurseryman:

Mr. Mayhew says in his article in your May number that his only excuse for a re-appearance is my communication in your April issue.

That seems to warrant me in saying that the main purpose of my article was to bring out if possible a definite statement of results secured by the present policies of the A. A. N., something definite, tangible—not generalities, not what Mr. Mayhew terms "buncombe"—something that we could stick a pin in and say: "This has been accomplished."

I have carefully read Mr. Mayhew's article and the only thing that I can find that approaches a statement of results accomplished is his belief that the "good-will of the public, an intangible asset" has been secured. Many of us believe, and with equally good reason, that any benefit of that character has been more than offset by the publicity given to the sins and frailties of the trade.

Mr. Mayhew thinks that if Article IX has been honestly lived up to that much has been accomplished. But has it? I don't know whether any applications for membership have been turned down on account of Article IX; but what has been done with those already behind the "sign above the door?" What house-cleaning has been done? Have we done anything more than to stir up the dust? What has been done to make the trade mark mean something real to the public?

A careful reading of the Constitution and By-laws discloses that the method for house-cleaning is provided only in Article IX of the constitution, to which such frequent reference has been made. Now, if any "honest-to-goodness" house cleaning is to be done it can only be done legally under the provisions of that Article and that Article provides that "if unethical transactions are brought to the attention of the Executive Committee, that committee 'shall immediately make such investigation as will develop all facts in the case and bring their report before the next annual meeting of the Association. If it is proven that such dealings violated established ethical relations, members shall be expelled by a majority vote of the members present provided such member shall have the right to be heard in his own behalf before such action is taken.'" Since Article IX was adopted has any unethical matter been investigated by the Executive Committee and reported to the Association for its consideration? Has any accused member been accorded a hearing to which he was entitled? Has any unethical member been expelled by a majority vote of members present? The answer must be No. Then, what real house-cleaning has been done?

I fail to find anything in the constitution and by-laws which provides for a Vigilance Committee or gives such committee power to investigate and discipline, nor can anything be found authorizing the Executive Committee to delegate its authority in this particular. The Executive Committee cannot relieve itself of this burden and responsibility

by "passing the buck." Perhaps the Vigilance Committee might act as the "complaining member" bringing to the notice of the Executive Committee any unethical dealings, but can they go any further? And is not their work likely to be upset if a disciplined member stands for his rights under the constitution and by-laws.

Honor Mr. Mayhew for his belated sympathy for the many who in the old regime paid dues for the benefit of the few, but haven't those dues been steadily advanced by the progressive administration, resulting last year in a minimum rate of \$50? The Old Guard never treated them as rough as that. I notice a change of heart and mind, and a promise that a reduction will be made.

Both Mr. Mayhew and the editor of the American Nurseryman object to my quotations. They were not all charged to either, but I do know that the terms referred to have been used in editorials and communications and in Mr. Lovejoy's articles, some parts of which were obviously inspired.

I agree with Mr. Mayhew that criticism should be accompanied by constructive suggestions. In my previous article I said and now repeat:

"A condition, not a theory, confronts us. The A. A. N. is composed of many men of many minds, necessarily so because of the many methods of the distribution of our products and the wide range of prices that the consumer is asked to pay. We embrace growers who sell to dealers or consumers, landscape nurserymen, so-called, catalog men, agency houses, and many varieties in every class. Their prices can never be harmonized, consequently their interests will be divergent. Why waste time in trying to harmonize such widely separated methods in the hope of bringing about uplift, co-operation, progress and reform? The catalog man does not care about my troubles and I don't worry about his.

There are a few fundamental points in which every Nurseryman in the country is interested; prominently transportation, legislation and tariff. Let us get back to the old days of "the simple life;" confine the activities of the Association to such matters of general interest. Foster and develop the department of transportation and the work of the traffic manager. Legislation and tariff can be handled by committees as they were in the past and as they are being handled today. Only moderate dues will be necessary and every reputable Nurseryman in the United States should be eligible for membership and should be brought in. Our membership should be as large as possible in order to back up our committees when they go before Congress, state legislatures and railroad officials, for membership means votes and influence—and votes count in Washington and State legislatures. Affiliated organizations, wholesalers, retailers, market development subscribers, meeting at the same time and place as the main association can handle their individual problems as they see fit."

WILLIAM PITKIN.

Rochester, N. Y.
May 23, 1921.

Statement By Mr. Welch

Member Executive Committee, A. A. N.

Editor American Nurseryman:

In the March issue of the American Nurseryman, I notice that our firm was listed as one of nineteen other good firms opposed to the policy adopted by the Association at the Chicago convention last June. On account of my being a member of the Executive Committee, I have thought that I should explain my position.

Personally, I am proud of being classed with such able men in the Nursery fraternity as J. H. Dayton and William Pitkin.

There was a decided difference of opinion among the members of the Market Development Committee regarding the advisability of the first advertising plan proposed by Mr. Pyle, Chairman of the Market Development Committee. The Committee was about equally divided. As a member of the Executive Committee, I opposed the plan which was to advertise the trade mark and a pamphlet entitled "Looking Both Ways," written by Mr. Watson advertising the American Association. My idea was this appropriation should be spent for creating a market for Nursery stock, and that the trade mark should at least be a secondary matter.

After strenuous efforts on the part of some of the members of the Market Development Committee and several of the officers that were opposed to the first plan, a revised plan which was approved I think, by all the members of the Market Development Committee was proposed by Mr. Pyle which I understand was used in the campaign, although I have not seen any of the papers in which the ads. were published. One of these ads. was entitled "Plant More Fruit," advertising a fruit book, and the other "Your Home Grounds," advertising a book giving information for ornamental planting. The trade mark was used in these ads. but given a secondary place. While I do not pretend to know much about advertising, I think the revised plan was a far better manner in which to spend the advertising appropriation.

It was getting so late when the revised plan of the Market Development Committee was finally agreed upon, that nearly all the members of the American Association, 32 I think, that were present at the Kansas City meeting, signed a telegram to Mr. Pyle, recommending that no paid advertising be done this year, but that the money be held for next year's campaign beginning earlier in the year. The agency firms especially thought by the time the advertising would reach the public their selling campaign would be practically over so they would get but little benefit out of it. I signed this telegram, and still think this would have been the wisest course to have followed.

Mr. Pyle apparently assumes because the vote for the revised scale of dues recommended by the Executive Committee and adopted at the Chicago convention was 92 to 6, that this was definite and positive instructions for the Market Development Committee

to advertise the trade mark only in the market development campaign.

The press articles written by Messrs Rockwell and Farrington were, in my judgment, far more effective for increasing business than the paid space, yet but little attention was paid to this feature until urged strongly by President Stark and the Executive Committee.

Our firm has been consistently in favor of market development publicity, and was one of the original subscribers to the market development fund. My idea has been that the market development advertising should be carried out in such manner as to create new business rather than to simply advertise the American Association.

Many of the members in the American Association are boosting strong for the trade mark, but it seems to me it will prove a detriment because I cannot see any possible way for the Association to control it. We have no standardization of grades, prices or methods of doing business, and anyone who purchases trees from a member of the Association, whether a department store, jobber, local Nurseryman or florist, can advertise that he is handling trustworthy trees and plants. There has already been more or less of this advertising done.

The idea originally was to have a slogan which I think would be much better than the trade mark. A good many firms have trade marks of their own and have spent thousands of dollars advertising it, and we could not expect them to discard it and take up an Association trade mark. By using the Association trade mark they would be placed on the same level with anyone that becomes a member, or anyone that buys trees from a member of the Association.

Can anyone tell us how the average buyer of Nursery stock can determine the difference in value of trade marked, trustworthy trees of the same varieties offered at various prices by various distributors in the same locality?

In conclusion, I wish to say that I know there are many substantial firms, some of them have been members of the Association almost since it was founded, that are not in accordance with the trade mark idea and the handling of the market development advertising, and the position of some of the leaders of the Association as outlined in the March issue of the *American Nurseryman*, and unless a more harmonious policy can be agreed upon at the coming convention, there will be a serious loss in membership, and of members that we cannot well afford to lose.

There should be some middle ground that we could unite on, and have a more harmonious and effective organization.

E. S. WELCH.

Shenandoah, Ia. May 17, 1921.

For Still Greater Progress

"There is undoubtedly gray matter enough in the Nursery Trade to make greater progress than any yet attained."—J. H. Dayton, Right! Let's go.

California Nurserymen's Convention—The eleventh annual convention of the California Association of Nurserymen will be held October 20-23, 1921 at Exposition Park, Los Angeles, in conjunction with the California Flower and Horticultural Exhibition. President Ray F. Wilcox, Montebello, of the Nurserymen's Association, is also at the head of the Exhibition forces, and Henry W. Kruckeberg is secretary of both. George C. Roeding is a vice-president. Fred H. Howard, J. E. Bergholdt, Max J. Crow, E. B. Washburn and J. D. Meriwether constitute the executive committee. William T. Kirkman is on the program committee.

FRUIT TREE AND ROSE STOCKS FELIX & DYKHUIS BOSKOOP, HOLLAND

Place your orders with Europe's biggest Stock House
Growers of Fruit-tree and Rose Stocks of Every Description

Also Representing

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Please send your orders and inquiries today to:

Mr. J. Dykhuis, care of Messrs. Maltus & Ware
116 Broad Street, New York City

Mr. Dykhuis will be at Nurserymen's Convention in Chicago, at Hotel Congress

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AMOR NORTH AND VULGARIS,
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Root grown. BUNGEI 2 and 3 year
heads. SHADE TREES. Large stock
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ORNAMENTALS. Grown for land-
scape work.

Correspondence solicited.

FRUIT

Have a few Standard and Dwarf Pear and Quince to offer.

SHADE TREES

Large stock of Sugar Maples, 2½ to 4 inches.
Nice block of transplanted American Elm
1½ to 3 inches.

Shrubs and Perennial Plants

General Assortment.

W. B. COLE, Painesville, Ohio.

When writing to advertisers just mention
American Nurseryman.

Courses of Nursery Training in Colleges

Are planned as the result of American Association of Nurserymen activity. A Committee on Nursery Training, of that Association, is co-operating directly with Agricultural Colleges in the establishment of such courses. Detailed information may be obtained by an applicant for such training by addressing the executive office of the Association, Princeton, New Jersey.

COMMITTEE: ALVIN E. NELSON, Chairman,
940 Marquette Bldg., Chicago, Ill.
HENRY HICKS, Westbury, N. Y.

THEODORE BORST, Boston, Mass.
RALPH T. OLCOTT,
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THE BENJAMIN CHASE CO.,
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ORNAMENTAL TREES AND SHRUBS

"Bay State Quality"

Largest assortment in New England.
Evergreen and deciduous trees.
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Send for Trade List.

Finest of Shrubs, Hardy native and hybrid Rhodo-
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field-grown Perennials in great variety.

THE BAY STATE NURSERIES

NORTH ABINGTON, MASS.

SCARFF'S NURSERY HEADQUARTERS FOR SMALL FRUIT PLANTS

1200 Acres. "At it 25 Years"

We offer for spring, 1920, a good assortment of following stock, and will be pleased to submit prices on your want list

Strawberries Blackberries Iris Spirea Asparagus Hardwood Cuttings
Raspberries Dewberries Privet Rhubarb Horseradish Volga Poplar

See wholesale list before placing your order

CARLISLE,

W. N. SCARFF & SONS

OHIO

Make Yearly Contracts Now
For Trade Publicity in

American Nurseryman
American Nursery Trade Bulletin

Elks' Colors In an Iris

The following is self-explanatory and shows that a Nursery concern is enterprising:

Benevolent and Protective Order of Elks,
Tacoma, Washington

We would like to call to your attention the merits of the Siberian Iris in the Elk's blue or purple and white colors and to suggest the adoption of this flower as the official floral emblem of your order. The plants are as hardy as an oak, will come up each year from the same root and can be divided every few years and new plants obtained from the divisions. The plants have tufted stems, 2 to 3 feet tall and are excellent for cutting, lasting a week or more when used as cut flowers. The blue or purple is the exact shade of the color selected by your order and the white is a clear ivory white with pale yellow markings at the base. We will be glad to submit a colored illustration of this flower for your inspection if you are interested in adopting an official floral emblem.

MITCHELL NURSERY COMPANY.

M. G. Mitchell, Sec'y.

Tacoma, Wash., May 5, 1921.

THERE WERE RESULTS ALL RIGHT

In his communication in this issue, which we are very glad to present as showing definitely the nature of the opposition to present policies of the American Association, William Pitkin agrees exactly with the *American Nurseryman* in raising the question: What has been done toward an actual house-cleaning? In one form or another this question has been asked or suggested in nearly every issue of this journal for months. As recently as in the April issue, under the caption "An Accounting Will Be Asked," it was stated:

"Of course the adoption of the Trade Mark demanded vigorous, vigilant work by the Vigilance Committee. Of course it demanded prompt and fearless action by the Executive Committee upon matters

brought to its attention by an efficient Vigilance Committee."

And in the same article was the following question and expression of opinion with regard to current fiscal year operations:

"A very pertinent question is this: What has the Vigilance Committee done to convince the public? The question is not: What has the Vigilance Committee done to prevent wholesale lists going to the consumer?"

Mr. Pitkin is right in his statement that no power is given by the Constitution and By-laws to the Vigilance Committee to discipline a member. The work of that committee was defined, we believe, by the Association at the time of its provision. Article IX, explicitly states that recommendations as to action, as result of investigation, shall be presented by the Executive Committee to the Association for its disposition. The Association looks to the Vigilance Committee for report of cases it has brought to the attention of the Executive Committee. At the 1920 Convention it looked with the deepest interest to the report of the Vigilance Committee and learned that the cases of a number of members of the A. A. N. had been brought to the attention of the Executive Committee as seeming to require special consideration. The Association learned also last June, that the Executive Committee decided not to take action at that time, it being a situation, in its opinion, in the nature of a "first offense." Whether this action dampened the ardor of the Vigilance Committee during the fiscal year just closing or whether an aggressive policy of investigation has been in progress remains to be seen. We join Mr. Pitkin in special interest in the committee reports. Up to date the conservatism in regard to that part of the cleaning house process which has to do with actual "disciplining" rests entirely with the

Executive Committee, as shown by the records. We regret that in his review of action under present A. A. N. policies, Mr. Pitkin did not recite the fact that some highly interesting Results were reached by the Vigilance Committee at or before last year's convention, so interesting, indeed, that the Executive Committee deemed it best not to make them public. Those Results constitute an important part of the answer to Mr. Pitkin's question.

The humor of Mr. Pitkin's paragraph regarding the minimum rate of \$50 will be appreciated through a re-reading of the Proceedings of the 1920 Convention of the A. A. N., if memory fails to recall the circumstances.

Bald Knob, Ark., Berries—Less than a decade ago it began to dawn upon the citizens of Bald Knob, Ark., a small town on the M. P. Railroad, about 90 miles west of Memphis, that much profit could be derived from strawberry culture. An association was organized and farmers urged to put out berries. J. A. Adkins is president and E. R. Wynn cashier of the Bald Knob State Bank, is secretary-treasurer of the Bald Knob Fruit Growers' Association.

Among the principal growers in and near Bald Knob are Brown & Co., 20 acres; G. G. McKay, 25 acres; C. S. Thompson, 35 acres; W. H. Nichols, 25 acres. It is estimated that the total berry acreages in this vicinity is about 1,600 acres. On April 25 this year, near the beginning of the season, 14 cars of berries were shipped from Bald Knob. Berry culture brings ready cash to Bald Knob as does no other crop, and brings it in April and May, a time when money is much needed by farmers and others. In 1919, a good berry year, S. E. Danley shipped berries from one acre of Klondikes and one acre of Aromas. The Klondike acre brought him \$1,411.81; the Aroma acre \$1,647.83, total from the two acres, \$3,059.64 net to grower. The total receipts from berries shipped from Bald Knob in 1920 exceeded \$125,000. On April 18 this year one car from this place brought something over \$4,500.

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E. S. WELCH, PRESIDENT

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A large assortment of high quality nursery stock for
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FOR FALL 1921--SPRING 1922

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Baby Ramblers, Climbing, Hybrid Perpetual, Tea and Rugosas

FRUIT TREE STOCKS

American Grown—Apple, Japan Pear and Americana Plum.

French Grown—Apple, Mahaleb, Mazzard, Myroblan, Pear

ROSE STOCKS

Manetti and Multiflora.

FOREST TREE SEEDLINGS
CALIFORNIA PEACH PITS

We take this opportunity to thank our many customers for past trade favors, and shall hope to merit your future trade.

Hill's Choice Evergreens

Fall 1921 — Spring 1922



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Make your plans to call on us while at the National Convention in Chicago next month. We extend a hearty welcome to all.

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EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

BERBERRY SEEDLINGS

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Ampelopsis Veitchii—{Seedlings
Transplants
Ibota Privet Seedlings

Let us quote on your requirements

C. E. WILSON & COMPANY
Manchester, Connecticut

STILL DOUBT ABOUT IT

That there is still doubt about the voting privileges of members of the A. A. N., and the standing as to membership from a dues-paying point of view, is evidenced by the fact that President Stark has deemed it necessary to obtain a special ruling by the executive committee.

At the June 1920 convention in Chicago the first paragraph of Article VII of the Constitution was amended, by a vote of 93 to 6, to read:

"The annual membership fees for active members shall be based upon annual gross volume of business as follows, these dues to be payable prior to the 1920 Convention, and, annually thereafter until the Constitution has been amended."

As the Constitution has not been amended since the Convention last June, Secretary Watson in his Circular Announcement of the 46th Annual Convention to be held this month inserted this sentence immediately after the schedule of dues as fixed by the Association last June:

"These dues to be paid prior to the 1920 Convention and annually thereafter until the Constitution shall be amended," thus quoting directly from the Constitution

On May 17th President Stark directed Secretary Watson to "correct" the latter's Convention Announcement Circular, which, he said, "states that these dues are to be paid prior to the 1921 Convention."

Apparently President Stark read the Constitution aright in his interpretation; but we fail to find anything in the Convention Announcement Circular stating "that these dues are to be paid prior to the 1921 Convention." There was simply a quotation of the reading of the Constitution.

However, the majority of the Executive Committee has directed that those members who paid dues last year, are entitled to full participation and to vote until the end of the 1921 Convention.

This leaves the matter still in doubt; for those who paid dues in 1920 prior to the 1920 Convention, and not since, are placed on the same footing as those who paid dues in 1920 convention for that occasion and for the year 1920, and paid again between June and December of 1920 for the year 1921. The former payees are accorded voting privileges at two conventions for the single payment; the latter, if any, have paid twice for the two conventions. All have paid "last (calendar) year."

If by the term "last year" is meant the last fiscal year presumably just closing, then all who paid dues prior to 1920 Convention and all who paid again during the last six months of 1920, during the first five months

or more of 1921 and right up to the Convention this month, have simply paid twice for what those who paid only prior to the 1920 Convention are to get; namely, full voting privileges in two conventions, those of 1920 and 1921.

No provision seems to be made in the latest executive committee ruling as to the standing of those members who paid "this year." The question naturally arises: Are those who paid dues prior to 1921 Convention entitled to full privileges of active membership in the Conventions of 1921 and 1922, the same as those who pay dues prior to the Convention of 1921 and also prior to the Convention of 1922?

The amendment to Article VII, first paragraph, appears to be loosely drawn, in that it does not explicitly define the period which annual dues cover. "Payable prior to the 1920 Convention and annually thereafter" would seem to imply that the period covered by annual dues is

Prior to the 1920 Convention and

Prior to the 1921 Convention inclusive which would find as members in good standing, up to the fall of the gavel at the opening session of the 1921 Convention, those who had paid dues prior to the 1920 Convention, their dues having paid for the fiscal year (presumably) from the fourth Wednesday in June 1920 to the fourth Tuesday in June 1921, inclusive.

If the fiscal year is adjudged to be from the fourth Saturday of June in one year to the fourth Friday of June in the succeeding year, the analogy of the situation is obvious. Webster says that an annual is anything that lasts but one year or a season. Nurserymen and florists ought readily to understand the meaning of this term. The same authority defines biennial as "happening or taking place once in two years." One annual payment can hardly equal two annual payments. Semi-annually is a correct expression in its proper place. From the fourth Wednesday in June to the fourth Friday or Saturday in June of the succeeding year seems to be beyond the usual acceptance of the term "annual."

Seems too bad that old Lady AAN should still be floundering about in this particular mess.

The Constitution explicitly states when the annual conventions are to be held, but it is silent as to whether the Association year coincides with the calendar year or is a fiscal year; and there is no indication of the beginning and ending of a fiscal year except the formal action by the Association in convention assembled last June, as quoted in the Secretary's Announcement, which formal action has now been "corrected" by the executive committee

Illinois State Tree

Swain Nelson & Sons Co., Chicago, Ill., have just sent a red oak tree to be planted in the forest of trees at Exposition Park, Los Angeles, Calif. It is to represent the State of Illinois, and is one of the forty-eight trees which will be planted to represent each of the states in the Union. This tree was sent at the request of the Department of Agriculture of Illinois.

1921 convention of this organization will be held in Chattanooga, Tenn., September 7-8. The meetings are invariably well attended, full of enthusiasm and characterized by addresses and discussions second to no other Nursery trade organization in the country. We would not be surprised if President Lindley would be urged to continue his series of lively bulletins, as the president, for another term.

It ought to be just as popular as it is to subscribe heartily to so reputable a sentiment as "Trustworthy Trees and Plants."

American Pomological Society—Secretary-Treasurer R. B. Cruickshank, Columbus, Ohio, has sent to the membership of the American Pomological Society a letter of information to the effect that the annual report will be issued to members of 1920 standing, the report to include papers read at the Columbus meeting last December. The work of the proposed marketing division has been turned over to the Farm Bureau Federation. President L. H. Bailey of the A. P. S., has returned from a foreign trip and will resume active direction of the Society's affairs.

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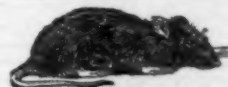
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Collections to Order in Carload Lots a Specialty.

Correspondence solicited from large planters Ask for Price List.

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The Killing of one single Rat or Mouse now, may mean the destruction of a whole brood. Spring and Summer are the seasons when they breed and propagate. Rid-of-Rats is Non-Poisonous and can be used anywhere without Risk. Send for full information on Rid-of-Rats and our Other Products. It is interesting Reading Matter. Price of Rid-of-Rats, \$1.00 per lb., \$1.50 per doz 15c boxes.

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two year, 10 in. to 5 ft. Extra strong and 12 yr. for retailing and lining out. Some XX heavy tops and roots. Satisfaction in all grades. Superior to general stock, grown thin, so much stronger roots. It is not the cheapest, but the best. Get particulars before purchasing elsewhere.

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Peach Pits

The Howard-Hickory Co.

HICKORY, N. C.

A President Unafraid

In his April Bulletin to the Southern Association of Nurserymen, the president, Paul C. Lindley, Pomona, N. C., makes no bones of handling without gloves the A. A. N. Trade Mark and apparently is not even scorched. He says:

D. W. Grimes, Nursery Inspector of Mississippi, mailed to Mississippi Nurserymen an interesting bulletin under date of April 21, 1921, concerning first class trustworthy trees. I hope entomologists in other states will follow this example and have their nursery inspectors inspect all nurseries for salable seedlings in place of seasonable scale, and suitable packing sheds in place of the usual side of the barn, in the sun and wind. From all reports, Mississippi farmers are already "stunted and starved," so let's give them "Trustworthy Trees," handled with the best of care. Some of you do not like the entomologists; some of you do not like the trade-mark, "Trustworthy Trees." Mr. Grimes says "Trustworthy Trees" is vigorous, healthy, well grown, clean Nursery stock, and you are welcome to his state with that kind.

The A. A. N. says its members furnish that brand, but some of our members say this brand will get us in a peck of trouble; that suppose you sell a planter 1000 Elberta, and in, say, three years they begin to ripen and are Chairs Choice of seedlings. We sold him "Trustworthy Trees," we also limited our responsibility to the original cost of the trees, or would replace the trees. The Association is incorporated, and, as I understand it, is not responsible for the debts of the members. The planter would gain nothing by suing the Association, or suing another Nursery concern, if I had purchased the 1000 Elberta from another Nursery and resold them. If we did not live up to our contract, the Vigilance Committee of the A. A. N. would say to the Executive Committee, "concern do not give a square deal," and we would likely lose the right to do business under the "Trustworthy Trees" trade-mark.

Now, I realize that a great many members of the Southern Nurserymen's Association are not members of the American Association of Nurserymen, but are all interested in trees that are trustworthy, and are just

as liable to be sued as if you used the trade-mark. "Trustworthy Trees" does not mean that they are true to name—mistakes will occur. When they do occur it means the planter should get a better settlement from an Association member.

The entomologists say we must ship out trees that are trustworthy. Shall they or the Association dictate our policy? WHO'S WHO?



JOHN P. RICE, Geneva, N. Y.
President Rice Brothers Co.
President Geneva Chamber of Commerce

OPPORTUNITY FOR ALL

Practically all the arguments which will be advanced at the Chicago Convention are presented in this issue of the "American Nurseryman," in connection with what has been presented in the preceding issues. The cards are on the table.

Members of the American Association of Nurserymen who find it impracticable to attend the Convention this month can send their votes by proxy to Robert Pyle or to William Pitkin, at the Congress Hotel, Chicago; according as they are For or Against the present policies of the organization; since the Association is now an incorporated body.

It Gets There Just the Same—A radish eaten in Washington may have been produced in Florida from seed purchased from a dealer in Chicago who contracted with a commercial grower in New York State who grew it in California with Japanese labor from seed produced in Michigan that was the progeny of seed grown in France.

At a recent meeting of the Horticultural Society of Dayton, O., Prof. William Werthner in an address said that Montgomery county, Ohio, has 85 kinds of trees while all of Europe has only 87. Mr. and Mrs. Clarence Siebenthaler will receive the society at the Siebenthaler Nurseries on the first Wednesday in June, when "Fruit Culture" will be discussed by J. W. Rockey.

When writing to advertisers just mention American Nurseryman.

For A. A. N. Members To Pin In Their Hats

"We may have to handle things as the pure food administration may dictate, and that time is not so far away as we may think!"—S. W. Crowell.

The Cramton Bill would place the burden of a lot of red tape and detail on Nurserymen without practical value to the planter. It would be a handicap to reputable firms and a great advantage to scalawags. The A. A. N., on the contrary, under present policies, is setting about to do exactly what that Bill aims to accomplish; that is, to give planters every consistent and reasonable protection within the ability of the American Association.

Upon the action of the 1921 Convention of the A. A. N. will depend whether every state entomologist and his entire force throughout the country shall continue to hold aloof and let the organized Nurserymen keep the Nursery business clean, or shall see that the jig is up—that upon them and their state officials alone must devolve the necessity for renewed aggressive vigilance with regard to every shipment of Nursery stock.

"The Trade Mark is not the only fly in the ointment. The big fly is politics, and that will vitiate anything that is good."—S. W. Crowell.

The A. A. N. has successfully passed through storms before. The general opinion of the rank and file has been consistently and regularly expressed in every Convention beginning with that of 1915. The trouble in the old days—the cause of inaction—was that the rank and file said nothing. It has gotten bravely over that.

Every word expressed by the "American Nurseryman" has to do with the welfare of The American Nursery Industry as a whole, in the firm belief that every individual concern in the Industry will benefit directly through united action by the organized whole. We have no axe to grind. We have

axes to grind—the number depending upon the number of concerns or individuals there are in the industry. If we differ from any concern or individual in the industry it is because we believe that in doing so we are acting directly for it or his benefit. The doctrine sometimes seems strange to some; it is only because a genuinely independent publication of any kind is a rarity.

"One of the marked results of the now firmly fixed practice of the rank and file of the membership of the American Association of Nurserymen to assert itself on the floor of the annual Conventions, as I have noted it, is that it has insisted upon gaining and retaining an equality vote upon all Association matters. One advantage of the incorporation of the A. A. N. is that it was not necessary to issue shares of stock, this not being an organization for profit. Shares of stock represent capital; membership dues are the same as taxes. Mr. Rockefeller does not have more votes than do I although he pays more taxes. The theory and the fact is that every tax-payer is as much interested in the government as is every other tax-payer. A Nurseryman who does a business of \$10,000 a year in which his life work is tied up and out of which he supports himself and family has just as much at stake as has a member of this Association who does a \$500,000 business a year. I think every member of the A. A. N. now sees the necessity for guarding against disfranchising himself by allowing any action to give votes in proportion to dues paid."—A long time leading member of the A. A. N.

As to liability for the action of other members, in the eyes of the public, see article headed "What is the Market Value?" in this issue.

A few years hence those who are then members of the A. A. N. will look back upon the records of the early '20s with interest and amusement, while enjoying the benefits of what is now building.

SPHAGNUM MOSS

At Pre-War Prices

Fine Sphagnum Moss, well baled, good quality, standard size bales in burlap at 75 cts., in wire bales 14x16x23 at 45 cts., and in wire bales 14x16x46 inches at 70 cts., per bale.

Why pay the middleman's profit? Send me your orders, and you will get prompt service and satisfactory results. Cash with order.

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SPHAGNUM MOSS. BEST QUALITY.

Standard size in burlap: 5 to 25 bales, at \$1.00 per bale. 25 to 100 bale lots, at 85c per bale. Wired bales, from 5 to 25 bales, at 70c per bale. 25 to 100 bale lots at 65c per bale.

Write for prices on car lots. Cash with order on all lots less than car loads.

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"Ready Made" Nursery and Fall Bulb Catalogs, with your name and address on the front cover. Beautifully illustrated, with natural colors on cover pages. We keep them in stock for prompt shipment. Ask for a sample copy. They will greatly increase your sales—and they don't cost much.

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Gooseberries Currants
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Best varieties. Well rooted and vigorous plants. Catalogue sent to you free. Write for it today.

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WANTED. Contract for early Richmond Cherries worked on Morello. Clematis Jackmanii two year. Aristolochia Siphon one, two, or three year. Ampelopsis Veitchii, two and three year old. Perennial Phlox.
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APPOINTMENT OF KEYSTONE STATE NURSERIES, BEAVER FALLS, PA.
AS EXCLUSIVE AGENTS IN THE UNITED STATES FOR
JAN. G. KLOOSTERHUIS, POMONA NURSERIES, GASSELTE, HOLLAND.**

We are pleased to inform the Growers of Nursery Stock, that we have accepted the agency for the sale of goods grown by the above firm, which is one of the leading and largest growers in Holland. This firm owns land of the best character for the production of quality stocks.

We are offering a complete assortment of seedlings and cuttings of the following:

Apple—including Doucin and Paradise,

Plum—Myrobalana, Marianne, and St. Julian

Pears—

Quince—

Cherry—Mahaleb and Mazzard,

Rosa Canina

The market being unsettled, we have not issued a price list, but will give you attractive prices if you will submit your list of requirements.

It will pay you doubly to deal with us—get stock of the finest quality—save money.

KEYSTONE STATE NURSERIES, BEAVER FALLS, PA.

**THE ELM CITY NURSERY COMPANY
IBOLIUM PRIVET**



The New Hardy Hedge
to be introduced this fall for the first time.

BOX-BARBERRY

Now too well known to need further description.

2 year old
Ibolum Privet

We are now ready to quote trade prices to houses who wish to catalog these novelties in their forthcoming issues.

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THE MERRIBROOKE MELTER

For grafting by the new Morris paraffin method. Rapid, easy and sure work with fruit trees, nut trees and ornamentals. General directions go with the melter.

Special details described in a book entitled "Nut Growing" to appear shortly in a book published by The Macmillan Co., New York. For prices on melters apply to the sole distributors.

TYSON BROTHERS, FLORA DALE, Pa.

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LABOR MATTERS

While it may not readily occur to the reader that there is anything in common between the Nurseryman and the United States Steel Corporation, it may not be far-fetched to remark that the lumber from trees which Nurserymen supply produces mighty results in combination with steel in the building trades; and further, that, in a degree at least, Nurserymen are affected as is the Corporation by conditions in the labor market. Therefore, we submit that the following, taken from a four-page set of resolutions adopted by the stockholders of the Corporation on April 18, 1921, deserves careful and sympathetic consideration.

Whereas, though we have no quarrel with union labor properly functioning in accordance with the principles of justice, liberty and law, we believe it is not within the province of any men to forbid and interfere with the right and desire of the company's employees to labor, and that such interference which denies their right to labor denies to them their freedom, imposes a condition of servitude, and is, in effect, the embodiment of the right to enslave; and whereas we also believe that in a land of freedom no man can compel involuntary service, nor can any man or group of men deny the right of voluntary service, for both would tend to the destruction of liberty and the creation of slaves; therefore be it further

Resolved, that we, the stockholders, notify the officials and directors of the company that we are not unmindful of the great services rendered, and herewith assure them that if future conflicts must come in defence of these great American principles of liberty, justice and law we are prepared to accept, regardless of the sacrifices necessary thereto, whatever losses may be sustained in maintaining the right of each American citizen to enter into his individual contract, should such be his desire, without let or hindrance from any other human being.

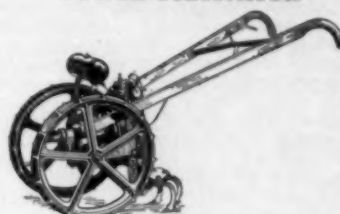
PRESERVE YOUR FILES

If you have not been in the habit of preserving in consecutive order your copies of the American Nurseryman, permit us to suggest the advisability of doing so, commencing with the January issue this year. Such a file of a Trade Journal of this character will often prove invaluable for reference.

ARE YOU IN CROWDED SPACE?

Advertising is a sales insurance. It helps speed up. It makes us speed up and helps us to climb higher. As Albert E. Lyons so well expressed it: "The higher you go, the more room you will find. The space below is crowded and many a man is mistaking lack of ability for lack of opportunity. You will be sure to find the opportunity when you are able to grasp it. Nobody is monopolizing that vast field of opportunity just over the heads of the crowd—it is open to all comers—it is waiting to be occupied. The way is clear, climb high."

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IS SUPERIOR

Is indispensable to the Gardener, Florist, Nurseryman, Seedman and Suburban Estate Owner.

A card will bring description.

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WANTED—ASSISTANT FOREMAN

Young man with experience in growing a general line of Nursery stock, including fruit and ornamental stock for position as Assistant Foreman. Give references and complete information first letter.

**McKAY NURSERY CO.,
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Nurseries at **Waterloo, Wis.**

WANTED

By a reliable Nursery firm in Kansas a man who is capable of securing and handling retail salesmen.

Address No. 25, care of American Nurseryman, Rochester, N. Y.

Special for Spring

Cornus Elegantissima, 2-3 and 3-4 ft.
Also Shrubs and Herbaceous Plants
in good assortment.

T. R. NORMAN, Painesville, Ohio

TREES AND PLANTS

A full line of fruit trees in variety, and small fruit plants, for delivery Fall of 1921. Send us your want list.

BENEDICT NURSERY CO.

185 East 87th St., N., **Portland, Oregon**

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AMERICAN NURSERY TRADE
DIRECTORY**

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AMERICAN FRUITS PUB. COMPANY

Trade Conditions

In Washington State

Toppenish, Wash., April 25—We have just closed a very satisfactory season's business. The season as a whole has been much better than we anticipated during December, January and February at which time we had somewhat of a slump. Since then, however, we have had a better than normal sale, particularly in ornamentals and shrubs, and have sold far more of these in proportion to our regular sale than ever before. We have also cleaned up well in fruit trees and small fruits.

Collections are not as good as in years past, although no worse than anticipated.

The outlook for the coming season, as we see it, is for a shortage of pears, plums and cherries. There will probably be a sufficient supply of apples, peaches and prunes, though we do not look for any great surplus of apples except in the hands of a few small growers who have no selling organization, but have been attracted by the high prices of the last year or so. These people might establish a lower price on their trees than the stock should bring, as they have no idea of selling costs, nor do they attempt to stand back of their stock and give their trade the protection it should have.

Retail prices will probably be 30 to 35c lower than a year ago.

WASHINGTON NURSERY CO.

In Arkansas

Fayetteville, Ark., April 27—Our sales this spring run about 50% of what they were last season. Prospects for fall business are very good. It is our opinion that there will be plenty of Nursery stock to supply all demands except in one or two items, and prices will be some lower.

PARKER BROS. NURSERY COMPANY

In Maryland

Salisbury, Md., May 6—We are closing the most prosperous season in our history. We had a fine fall business. We have had no real winter weather here; orders have come in steady all the winter and spring. We have had most of our old help back this season, and every thing has moved along fine. 1920 was a fine plant growing season for us. We had about 300 acres on our farms and under contract. This gave us an extra large crop to move. With our advertising increased 100% and our old customers hungry for Townsend's high grade plants we have pretty nearly cleaned up our stock. And, in fact, have sold twice as much as we had expected to sell this season.

We had planned to have 25 acres of the Premier strawberry to fruit this season. But the demand for plants was so great on this variety that we have less than four acres left for fruit.

We have carefully examined all varieties of strawberries grown by us for the past three years, and find that the Premier is the greatest money maker on our list. It is almost frost proof, the heavy frost and freeze May 6th, 1920, did not freeze the Premier; produced more than 10,000 quarts per acre.

We have had two heavy freezes this year since Premier blossomed and we notice now that we never saw a fuller crop of fruit than is on the Premier, while Klondyke Big Joe and many other standard varieties, are 90% killed. Premier, Ford, and Townsend Big Late, are the three frost proof varieties, ripening in succession. Our Premier is just coming in and selling on our local market for 50c per quart, and on the N. Y. City market for 60c per quart. Looks like \$3,000.00 per acre again from the Premier. Our firm has planted 150 acres to Premier this spring, hoping to have at least 75 acres to fruit. Most of our acreage is set to the three kinds listed here: Premier, Ford and Big Late; 80% of our acreage is these three varieties. Strawberries have again led all other crops as money makers and we look for another good plant season.

E. W. TOWNSEND, Pres.,
E. W. Townsend & Son's Nursery.

Grafting Koster's Spruce

Veteran Nurseryman Gets 95 Percent Stand in America! We Told You So!

Editor American Nurseryman:

At a meeting of the Illinois Nurserymen's Convention at Chicago a couple of years ago, in discussing pro and con the merits of



Thomas A. McBeth, Springfield, Ohio, (at the right in above picture) veteran Nurseryman and Naturalist, getting close to Nature.

Quarantine No. 37, a gentleman got up and said it would work a hardship and be a source of a great loss to the Nursery trade, if it was adopted without modification; that we did not have any propagators with the skill, knowledge, or ability, to propagate a great many of the ornamentals that are almost a necessity to the better class of landscape planting.

I resented that statement, as I thought it to be an insult to the Yankee Nurserymen, and said that I believed that we had as intelligent, and the making of as good, propagators (probably no better) as can be found anywhere. All we need is the occasion and the opportunity; and, of course, the compensation which we did not have as long as we had to compete with cheap foreign labor.

I wish to report that I believe I can verify that statement. I have been grafting Koster's spruce (and if we can grow Koster's we can grow anything). This is now the third year. The first year I succeeded in getting about 50% to grow. Last year I had about 60%, but owing to a hitch in getting the understocks did not have enough to make a very satisfactory experiment. This year I am able to report a little better than 95% growing at this time.

I am not writing to boast. Anyone knows, that knows anything about the propagating business, how silly that would be as next year I am liable not to get any.

Neither have I any to sell. But am writing to learn, if any else is having success growing them and to encourage probably some who are having poor success. "What man has done, man can do."

I am still of the opinion that we can grow anything we need in this country, and have the men to do it if we try.

THOMAS A. MCBETH.

Springfield, Ohio, May 9, 1921.

CAUCUS IS CALLED

So far as the records show, the great majority of members of the American Association of Nurserymen, satisfied that the national organization is well on its way toward accomplishment of still greater things along lines laid down in recent years, plans to meet in Chicago on the 22nd inst in regular stated Convention to map out details for another year's work.

Those who oppose the use of the Trade Mark and slogan, "Trustworthy Trees and Plants," originally planned to meet in Chicago on May 30th, inviting some of those in favor of the use of the Trade Mark and slogan to meet with them; but because of lack of acceptances for such a caucus, the date was postponed until June 18th, at which time the members of the Executive Committee and Market Development committee, officers of the Association and chairmen of committees will meet, together with such of the members of the Association in favor of present policies as may be invited.

Just how the Trade Mark and slogan, now established, can be side-tracked and the confidence of the public still retained will be awaited with interest. It is to be hoped that great and lasting good will come out of it all.

We have heard of no caucus to develop still further plans for making good on definite promises to the public, backing up the action of the Association which was recorded in a vote of nearly 16 to 1.

J. H. Skinner & Co., Topeka, Kansas

Offer for early Fall shipments:

Apple Trees, 2 yr. Keiffer Pears, 1 and 2 yr.
Peach, 1 yr. Gooseberries, 1 yr. Strong plants.
Grapes, 1 yr. Rhubarb Myatt's Linneas, Divided roots.

APPLE SEEDLINGS, all grades.

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SHADE TREES—Ash, Elm, Maple, Sycamore, Honey Locust, American Chestnut.

Bechtel's Double Flowering Crab, all sizes. Amoor River Privet, 12-18 inches; 18-24 inches; 2-3 feet. Spirea Van Houtti, 12-18 inches; 18-24 inches; 2-3 feet; 3-4 feet.

Let us price your wants.

We Offer For Fall Trade

A considerable quantity of English Beech, Oriental Planes, Catalpa Speciosa, White Dogwoods, American Elms, Horsechestnuts, American Judas, Koelreuterias, American, English and Silver Lindens, Norway Ash Leaved, Sycamore, Silver and Red Maples, Pin Oaks, Red Oaks, Salisburias, Lombardy Poplars.

Many of the above can be supplied in heavy caliper. Write for particulars and prices.

The Rakestraw-Pyle Co.,

KENNETT SQUARE, PA.

From Various Points

International Fruit Exposition—Fruit growers of the United States, Canada and several of the countries overseas will hold the first international fruit exposition ever attempted in any country in Chicago next October, according to plans announced by representatives of 27 states. More than 100,000 fruit men in the United States will be back of the show.

Small Fruit Culture—We go on record as predicting a great "comeback" in small fruit culture, says the Rural New Yorker. Strawberries and bush fruits demand constant hand cultivation. During the war this could not be performed at any reasonable price, and thus many small fruit fields were neglected. Now prices run high and there will be a shortage this year. The way things look now there ought to be fair prices for berries for several years to come, and planting will be heavy.

Arkansas Congratulated—W. D. Hunter of the Federal Horticulture Board at Washington, in a letter to George G. Becker, chief inspector of the Arkansas Board, relative to the act passed by the last legislature in aid of the State Plant Board said: "I congratulate you on the new law. It seems to be written on broad lines and should give sufficient authority to handle almost any sort of a situation which may arise in the state."

Stark Bros. Salesman Wins Watch—It should make young men sit up and take notice when a gentleman 67 years "young" goes out and wins Second Prize—a splendid Waltham watch—in a field of 5000 of the very best fruit tree salesmen from Maine to California. That's what B. F. Petty of Warrensburg, Mo., has just done. Mr. Petty has been a salesman for the noted Stark Brothers' Nurseries of Louisiana, Mo., for over 30 years. He has always ranked high among their salesmen. But, during Gold Watch Week in March he won the greatest honors of his long and honorable career. Mr. Petty's father bought Stark trees from old Judge James Stark away back in 1830.

Prehistoric Box Huckleberry—Professor John W. Harshberger, head of the Department of Botany of the University of Pennsylvania, made a special trip to Harrisburg, Pa., last month to view the box huckleberry patch in Perry county, which is now in bloom for the first time since its discovery. This patch, which covers about 100 acres, was discovered last July 18 by H. A. Ward, secretary of the Harrisburg Natural History Society. There are said to be only three patches of the box huckleberry in existence and the plant is said to have grown on the earth before the appearance of man. Representatives of the U. S. Dept. of Agr. will view the patch.

Cemetery Expert Returns—Charles Moore, Chairman of the Committee of Fine Arts of Washington, who went abroad two months ago to lay out the three cemeteries in France and one in England for the American soldier dead, arrived in New York May 10th, on the liner Kroonland. He said the cemeteries would resemble the National Cemetery in Washington. The one in England will be twenty-eight miles from London, in Surrey. Mr. Moore will report to the War Department.

Three experts sent by Belgium to attend a convention of horticulturists in Cincinnati arrived. They are Charles Pynaert, Dr. Diedonne van Hoyer, Ministerial Inspector of Horticulture of the University of Ghent, and Louis Sandor, a soil expert.

Growing Muscadine Grapes—The muscadine grape will produce the best results when trained to a trellis, using three wires instead of two as in training the "bunch" varieties. Posts should be at least eight to nine feet in length, and set two to three feet in the ground. The wire should be two feet apart on the posts, which should be sixteen feet apart. The vines should be set at least twenty-five feet apart in the row.

WHAT IS THE MARKET VALUE?

It has been reported by the police of Los Angeles that a man named Wilson opened an office for the sale of four-leaf clover seed. He advertised extensively and informed his prospective customers that there was a great demand for four-leaf clovers, because it was considered lucky to possess them. He regretted having to charge so high a price for the seed, but agreed to buy back at 75c each and every plant that the people were willing to sell. About the time that the plants were creeping out of the ground Wilson disappeared. When the landlord entered the empty office he found several boxes of four-leaf clovers, but an investigation showed that they were the ordinary three-leaf clovers with the fourth leaf cleverly attached by the use of green court plaster. The police say Wilson got away with something like \$2,000.

A Nursery concern advertising prominently the declaration that it produces all the Nursery stock it sells and that it sells only healthy, reliable trees and plants, using the A. A. N. Trade Mark, "Trustworthy Trees and Plants," to back up that advertised declaration, on two occasions delivered Nursery trees from which an attempt had been made to remove evidence of a diseased condition, by trimming galls therefrom with a sharp knife. When the state police—the state entomologists—in both cases detected the truth, the Nursery concern, under protest, refunded the purchase price of the diseased stock.

NOT A WORD, NOT A WHISPER, NOT A SIGN OF DISAPPROVAL OF SUCH FLAGRANT VIOLATION OF THE A. A. N. TRADE MARK IN BROAD DAYLIGHT, SUCH ABSOLUTE VIOLATION OF DECENT BUSINESS METHODS WHICH LEADERS IN THE A. A. N. FOR FORTY YEARS HAVE ADVOCATED, WAS VOICED THROUGHOUT THE NURSERY TRADE!

What are we to think, first, of those who say they cannot associate under a common Trade Mark spelling Trustworthy Trees, yet who cheerfully have maintained for years association membership and close affiliation with men who practice these things—classed in the public mind, with them under common organized activity!

What are we to think, second, of those who stand pledged to enforce the letter and the spirit of the Trade Mark and Article IX of the A. A. N. Constitution!

What is the market value of lofty statements and declarations of intentions, of loyalty to high principles upon which the A. A. N. is founded, of talk of "the wisest course," either to return to the ways of the '70s and the '80s or to progress in the ways of the 'teens and the '20s, if not a single spot in the house has been cleaned and few spots have ever been touched, while the enforcement of the Trade Mark and Constitutional provisions is left wholly to the state entomologists? In other words—when not a single member of the A. A. N. voices in the trade denunciation of a rank attempt to put over a queer piece of business under the label of American Association of Nurserymen membership?

Are we to understand that it is all right and proper—that no skirts will be smirched by associating as fellow members of a business organization—to stand before the public as belonging to the same society, as do those who transact business on condemned lines; while it is all wrong and improper to link up with a body which shouts for Trustworthy Trees and Plants? Where does that argument leave the American Association and its entire membership before themselves and the planting public!



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AT THE CONVENTION

I will be at the Nurseryman's Convention with a new set of Landscape Photos. A Company in Charles City, Ia., writes us: "from two sales we cleared the price of the fifty Plate Books we bought of you."

B. F. CONIGISKY,
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June Budded Peach Trees

any quantity, and any leading varieties. Buds cut from bearing orchards. Write for prices and terms.
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50,000 Dewberries, 50,000 St. Regis Cumberland, Kansas and Plum Farmer Raspberry Plants
Get my prices before you buy.
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Thus Covering the Trade

Modern advertising has elevated the standard of business ethics. It conserves trade, extends business, creates good will; it protects and fosters legitimate enterprise.

Cultural Topics

June Budded Peach

In entering the Nursery business it is my aim to give my customers the very best value possible, for their money, and I don't believe that I could do that in any better way than to give them good June-budded peach trees, if peach trees are what they want. My experience has taught me that the June bud is far superior in every way to the dormant budded peach, for commercial planting. It is easier transplanted, it costs less for freight, and makes a much more vigorous growth than the large dormant bud. And in planting the June bud you can head it down within 12 or 15 inches of the ground and you get a low, well balanced head to your tree. But when the large dormant budded peach is growing in the Nursery it will put up limbs practically from the ground up, so in order to make a decent looking tree to ship, the Nurseryman must prune those limbs off 18 inches to 2 feet high, and you plant that tree out and cut it back to 15 inches; where it should be, you haven't any buds on that stub to push out. They pushed out the year before and were cut off. I will admit that it will force out buds, but 9 times out of 10 it will make a one-sided, unbalanced top, and if you head it up high enough to get a well balanced top, you have got it too far from the ground.

So there is no way that you can handle the large dormant bud to make it compete with the June bud for commercial planting. The June bud is also very profitable for the Nurseryman to grow if he knows how to handle it. But if he doesn't know how to handle it, he had better invest his money in Irish potatoes or something that he does know how to handle; for he can easily lose it in June buds.

In growing June buds I always put the bud in 3 or 4 inches above ground, and never rub any leaves off below the bud. At the time of budding I break the seedling over 4 or 5 inches above the bud, in 6 to 7 days I cut the seedling off where it was broken, and in 6 to 7 days more I cut it half way down to the bud and also cut the string at this time. In 18 to 21 days after the bud was put in, I cut it off at the bud. In handling them this way you always keep something green on the stub to pump the sap. In taking off the sprouts below the stubs, I always leave one or two sprouts on the stub until the bud gets out 3 or 4 inches. In handling June buds in this way I have pushed out and grown as high as 94 per cent of the buds put in. Last year from a block of Belle of Georgia I graded 90 per cent of the buds put in that were more than 12 in., and 75 per cent of that number were 2 feet and up to 4 feet.

There are many other important things in growing June buds, such as the kind of soil to select, the kind of fertilizer to use, and when and how to use it, etc. But there is one thing I consider of vital importance to every Nurseryman that grows either June or dormant budded peach, and that is, to have a test orchard of at least 25 trees of all the large varieties that he grows, to cut his buds from to renew his varieties. It is an easy matter to get varieties mixed, but it is a hard matter to sort them out after they are mixed. We will say, for instance, that we have two or three men in the Nursery cutting bud sticks, and we have Carman and Belle of Georgia budded side by side. One man is going down to the Carman row cutting buds and he gets to talking or perhaps into an argument of some kind and reaches over and cuts a branch off the Belle of Georgia, not noticing what he is doing, which often occurs. Well, on an average, from that one branch there would be about 10 buds put in, and the next year, from those ten trees there would be possibly 25 branches cut, which would make about 250 trees you would have mixed the second year from that one branch. So you see in a very short time that variety would be mixed practically half and half if you always cut buds from the Nursery row. But if you have a test orchard of proven varieties to cut your buds from, that doesn't happen; for if you get a little mixture one year it doesn't spread. You don't go back in the Nursery row to get buds; you go to your test orchard or to the tree that was budded from it the year before.

Gentlemen, the Nursery business will never be at its best, or even what it should be, until we win back the confidence of the public and make them believe that when they place an order for trees they are going to get just exactly what they buy and nothing else. And the only way that we can do that is to use every precaution that we can, to keep our varieties true to name. Then when we send out an order of trees, let it be one tree or ten thousand, let's label it just exactly what it is and nothing else. If a man buys a Mayflower peach, he certainly doesn't want a Stinson's. And when the public finds out that we are united together and doing business in this way, we will get more business than we have ever had before.

J. Dykhuis Up in the Air

J. Dykhuis of Felix & Dykhuis, Boskoop, Holland, who has been in this country for some time and who will attend the Chicago convention, was the guest recently of the Netherlands Aircraft Association whose offices are at 286 Fifth Avenue, New York City. Association members gave him a ride in an aeroplane in which he was driving for more than twenty minutes over Long Island



J. DYKHUIS, Boskoop, Holland
OF FELIX & DYKHUIS

and Long Island Sound. "I do not know" said Mr. Dykhuis to the editor of the American Nurseryman, "what was the greater pleasure to me, the glorious ride itself or the views over your beautiful country."

A VOTE OF CONFIDENCE

A vote of confidence in the Market Development Committee's chairman, Robert Pyle, is little enough reward for the painstaking hard work and sacrifices in the interest of the A. A. N. At the Convention last year, the Association most appropriately thanked formally and emphatically Mr. Mayhew and his able successors for the splendid achievements they effected for the advancement of the organization.

May Have To Grow Lumber

The Florida grapefruit and orange crop now requires on the average more than 12,000,000 boxes yearly to get it to market. It has a money value of something like \$30,000,000, and the industry is still expanding rapidly. By 1930, if production continues to increase in similar ratio to that in recent years, the output will require 40,000,000 boxes annually. Each box requires about 5½ board feet of lumber.

Local southern pine forests are the source of the raw material for these boxes, but the supply is drawn upon also for wooden containers for the products of Florida truck farms. Truck-farm products of the State now call for 13,000,000 boxes annually, and this demand also is growing.

Nurserymen may be called upon to provide trees for additional lumber purposes.

MAY HEW CHIPS

"If a business doing the volume of A. A. N. can't afford to spend \$15,000 to \$20,000 per annum, we do not need an organization at all, and should abandon all efforts to maintain one."—J. R. Mayhew.

"As far as I am able to judge, the constructive work of our able secretary, Mr. Watson, has been of the highest order. He has beyond question discharged the duties of the office fairly and with high efficiency, and I hope he may be persuaded to continue in a work for which he is so admirably fitted."—J. R. Mayhew.

"Because the public knows, the public appreciates, and the public is paying for the TERMINATION of the A. A. N. by J. R. Mayhew."

"I feel the office of Executive Secretary should be given larger privileges, that the entire management of Association affairs, should be under his direction with the concurrence of the Executive Committee, and that said Committee should, when elected, carry out the will expressed in convention."—J. R. Mayhew.

"I am confident that Association activities have contributed largely to our financial success and will steady us during the trying times just ahead."—J. R. Mayhew.

"Transportation and Legislation is largely a state problem, and Tariff is so far removed that it is seldom if ever thought of. Therefore, under the old regime, the money for financing the affairs of the Association was contributed by many and expended primarily for the few, those doing inter-state and foreign business. Under our present policies Tariff, Transportation and Legislative matters are being ably taken care of, and paid for out of a treasury created through dues and fees collected on a basis of volume of business."—J. R. Mayhew.

Tree Nursery Started at St. Regis, N. Y.—One million trees annually, mostly Norway spruce and pine, is the goal which the St. Regis Paper Company hopes to reach within three years by the installation of a Nursery in the village of St. Regis Falls, work on which will start immediately. The St. Regis Company has a number of acres of fertile land in the village of St. Regis Falls and on this property seed will be sown each year. At the end of three years the trees which result from the planting, will be taken from the sod and transplanted in the forest, probably on the Santa Clare tract in Franklin county. As the trees are transplanted new seed will be sown.

In the past the St. Regis Company has made a practice of setting out 100,000 trees each year on its holdings. These trees have been purchased from the state. Until the nursery trees mature sufficiently this method of purchase will be followed, but in three years' time the company will be able to eliminate buying of the state.

Florida Grape Fruit King—Of the 4,000,000 boxes of grape fruit raised annually in Florida probably 40 per cent come from the great plantation of Robert C. Dotson at Tampa, Fla. Mr. Dotson's plantation is one of the most modern equipped in the entire South. Twenty years ago Mr. Dotson, a Kentuckian, went to Florida as a salesman for one of the large packing houses. Seeing the opportunities in the Florida State he purchased land which at that time was being sold literally for a song. He gradually acquired other property until today his plantation is one of the largest in the state.

The Greenville, S. C. News says that the Greenville Nursery, "a comparatively new industry, is the only one in the state." C. O. Allen is president; Z. B. Smith, vice-president; Miss Bertie Smith, secretary. Mr. Smith has been in the Nursery business twenty years. It is stated that the company employs 20 salesmen. W. R. Gillespie is foreman.

When writing advertisers just mention American Nurseryman.

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A Fertile Nursery Field

Indiana has approximately 1,900,000 bearing apple trees, 365,000 bearing peach trees and 185,000 bearing pear trees, occupying about 212,000 acres of land. The total production of apples in 1919 was 1,704,000 bushels, of which 197,000 barrels comprised the commercial crop. The possibilities for the apple production in this state are as great as those of any other region. The fact that apples have been grown in this state for more than a hundred years proves that the conditions are favorable. Indiana apple growers have an advantage over the growers of the northwest in that their freight charges for transportation are as much as \$200 less per car to Chicago or New York. Other advantages found in this state are: low priced land which is found to produce excellent fruit, accessibility of a large number of good markets, and an undeveloped home trade. Indiana is well located as to markets. It is estimated that there are over 10,000,000 people living within twenty-four hours by rail of Indianapolis which is but a short distance from the heart of the fruit growing district of the state. The quality of apples has brought commendation throughout the country. Another point, the cost of production is in strong contrast to that of the fertile irrigated belt of the far west.

Indians Started Them

A despatch from Blue Ridge, Ga., says that much interest is taken in apple growing in the Blue Ridge section of Georgia and East Tennessee. The Blue Ridge Apple section of Georgia lies in Fannin, Union, Gilmer, Pickens, Cherokee counties and contains a considerable area of splendid orchard land. It is here that some of the oldest orchards in the state are found, having been set out by the Cherokee Indians when they occupied this territory.

It is the purpose of the association recently organized at Blue Ridge to construct community packing houses and equip them with mechanical sizers and such other machinery as is necessary. Only such apples as have been properly sprayed and cared for will be handled, and the packing will be done by professional packers. All fruit will be subjected to rigid inspection before being shipped.

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Apple seedl. 6/10, transpl. 7/12
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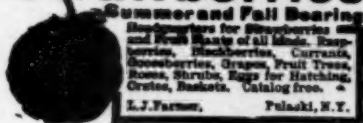
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